

# THE COIN MACHINE REVIEW



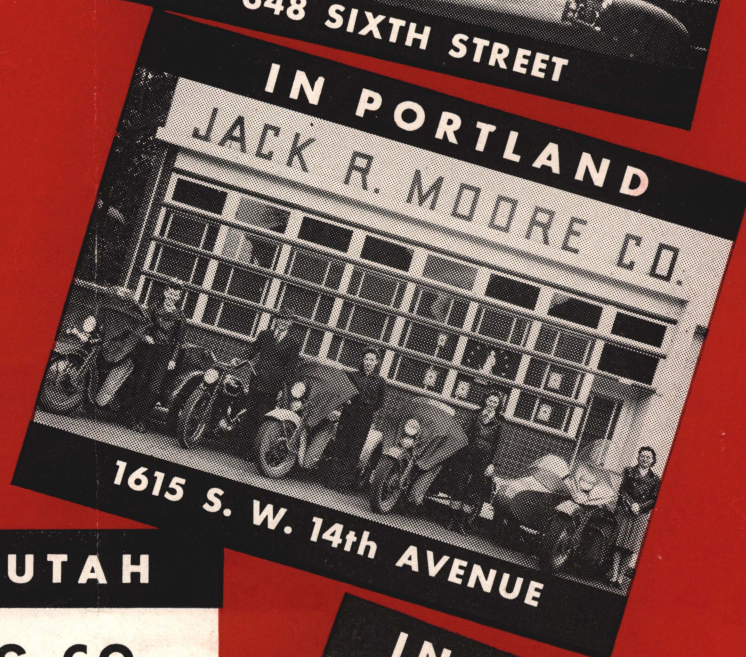
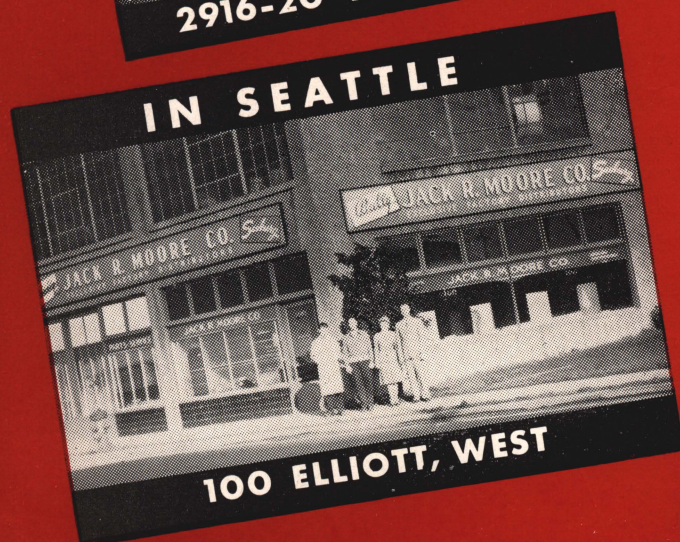
•  
12th  
Anniversary  
Number  
•

*July 1945*



# SEEBURG WEST COAST DISTRIBUTORS

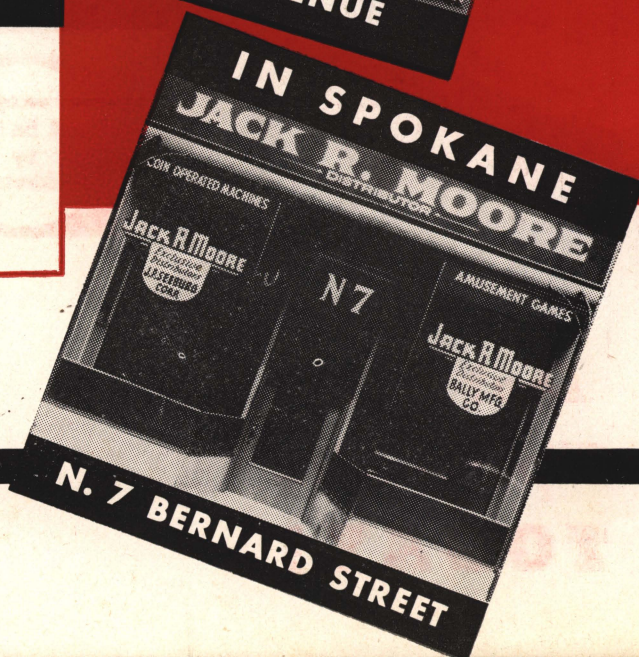
Are Fully Equipped to Render Every Automatic Music Service. Authorized Parts and Service Departments . . . Factory Trained Personnel.



**IN SALT LAKE CITY, UTAH**

**JONES DISTRIBUTING CO.**  
122 E. SECOND SOUTH

Will Announce in the Immediate Future, the Removal of Their Offices and Sales Rooms to a Modern Three-Story Building.



# Seeburg

BUY MORE BONDS!

Awarded to the J. P. Seeburg Corporation for outstanding production of war materials in each of its four plants.

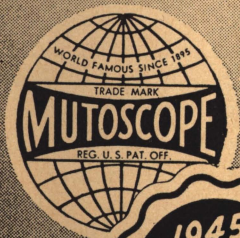
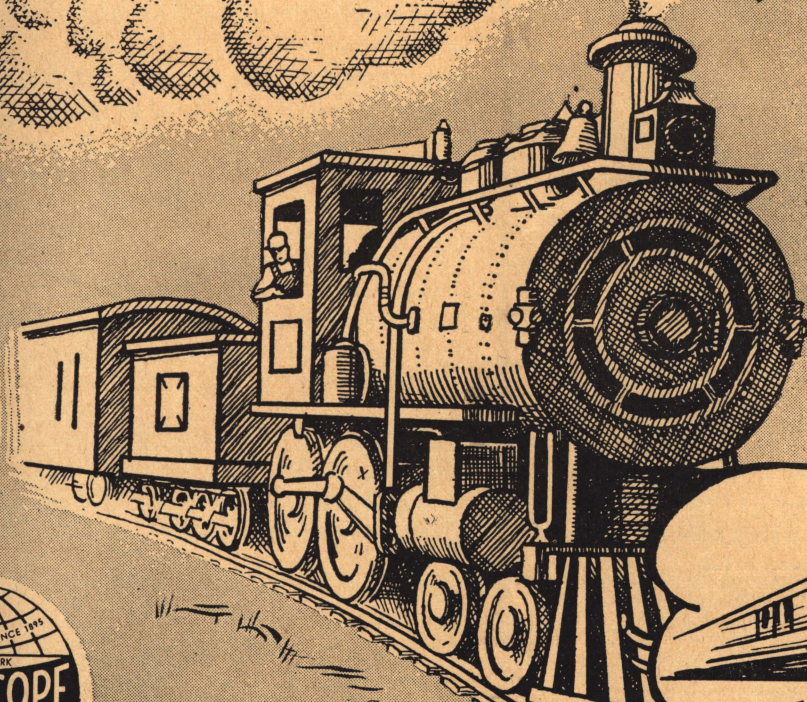
J. P. SEEBURG CORPORATION • CHICAGO



A Pioneer

50 YEARS Ago

A Leader Today!



50 years ago we started building QUALITY into Mutoscope equipment. That policy has proved its worth to you over and over again—especially during these war years when new equipment was not produced and only machines that were BUILT TO LAST have been able to stand up and continue earning money for you.

## INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET

WM RABKIN, President

LONG ISLAND CITY 1 NEW YORK

**WAR WORK NOW**

New Coin Machines After Victory

**BUY MUTOSCOPE EQUIPMENT FIRST - It's Built to Last!**

**BUY MORE BONDS**

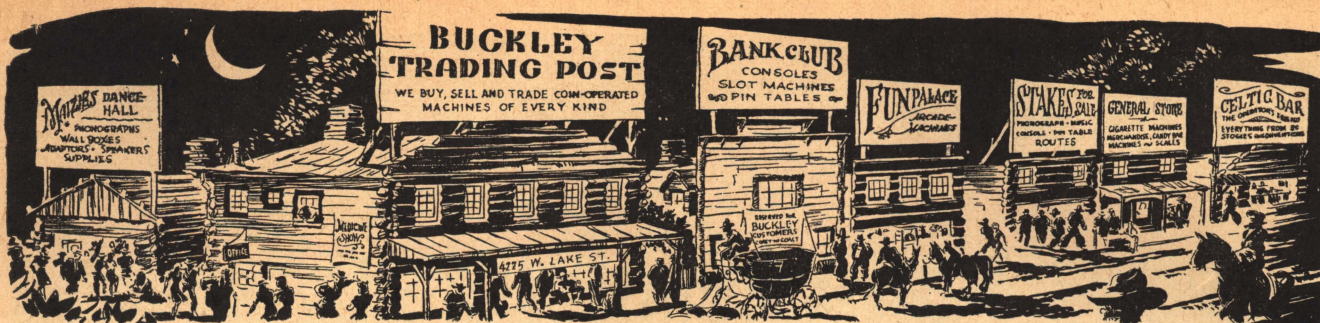
1945—OUR FIFTIETH YEAR OF SERVICE

COIN  
MACHINE  
REVIEW

3

FOR  
JULY  
1945





# PRE-WAR PRICES

## Precision Parts for Blue Fronts, Brown Fronts, Gold Chromes:

|   |           |
|---|-----------|
| New Payout Slides (specify 5c, 10c, 25c, 3/5 or 2/5) Per Set (6)..... | \$ 6.00   |
| Individual Slides (order by part number—2/5, 3/5).....                | Each 1.00 |
| Slide Cover Complete (specify 5c, 10c, 25c) .....                     | Each 1.50 |
| Slide Posts (Set of 4).....   | 1.00      |
| Lower Lever Guide.....  | 1.00      |
| Shim for Lower Lever Guide.....                                       | .25       |
| Payout Tube Complete with Hopper (10c or 25c).....                    | 3.50      |

Escalator (specify 10c or 25c) in exch. for old escalator and..... 12.00

Clock Gear (Large—complete with Dogs and Springs)..... 2.00

Clock Gear (intermediate—complete with Pinion) ..... 1.50

Clocks Rebuilt, your old clock and..... 5.00

**NEW ALUMINUM BROWN FRONT CASTINGS, per set..... 27.50**

Including: Bottom Front Casting with coin cup cover—Top Front Casting with Coin Denominator—Back Top Castings equipped with angles and riveted strap for back door protection—Etched Metal Reward Plate—Chromed Cherry Jewel.

**NEW ALUMINUM GOLD CHROME CASTINGS, per set..... 37.50**

Beautiful Glitter Gold Enamel Finish with Gleaming Chrome Ornaments.

Including: Bottom Front Castings with coin cup cover—One piece Payout Cup Casting—Diamond Ornaments—Top Front Casting with Coin Denominator and Intake Casting—Back Top Casting equipped with angles and riveted strap for back door protection—Etched Metal Reward Plate with Rivets.

|   |      |
|---|------|
| Club Handle, beautifully designed & plated (specify brown, gold chrome or blue).... | 3.50 |
| Standard Handle (stamping).....   | 1.50 |
| Plate Insert for Reserve J.P. Opening.....  | 1.00 |
| Cherry Jewel for Brown Front or Cherry Bell .....                                   | 3.00 |
| Etched Metal Reward Plate (specify 2/5, 3/5 Brown Front or Blue Front).....         | 1.50 |
| Etched Metal Reward Plate (specify 2/5 or 3/5) for Gold Chrome.....                 | 4.00 |
| Reel Strips, Per Set.....   | .45  |
| Complete Set Slot Springs plus Spares(50)   | 5.00 |
| Asst. Nuts, Bolts, Lock Washers, Cotter Pins, Rivets.....                           | 3.00 |

Coin Denominators, (5c, 10c, 25c for Blue or Brown Front)..... .75

Coin Denominators and Intake Casting (new style), 5c, 10c, 25c for Gold Chrome..... 1.50

Knee Action Stop Levers (Per Set)..... 3.00

Star Wheels for Reels (20 Stop)..... .75

Reel Discs, each \$2.00, Set of 3..... 6.00  
(Standard 3/5, Club or 2/5 single Cherry P.O.)

Tin Reel Assembly..... 1.25

Complete Set Reels and Discs, (3/5, Club or 2/5 P.O.)..... 17.50

Hardened Steel Drill Proof Plates for side of cabinet, Set of 2..... 4.00

Write for Complete List Precision Parts for Blue Fronts, Brown Fronts & Gold Chromes

Buckley Track Odds Parts.....PRE-WAR PRICES

Buckley Music System Parts.....PRE-WAR PRICES

National Slug Rejectors:

|                                |       |
|--------------------------------|-------|
| N-101 5c.....                  | 4.00  |
| 200-A—201A (5c, 10c, 25c)..... | 10.00 |

## Buy From Buckley With Confidence

Any Purchase Made Is Backed by Our Guarantee of Satisfaction—or Your Money Refunded Within 30 Days of Shipment.

# BUCKLEY TRADING POST

4233 W. LAKE ST.

CHICAGO, ILLS.

Ph: Van Buren 6636

COIN  
MACHINE  
REVIEW

4

FOR  
JULY  
1945



# Let's Bowl Over The Jap

- Buy War Bonds and Keep Them
- Save All Waste Paper
- Donate Blood to the Red Cross
- Write to Him "Over There"



Let's do all we can here on the home front to help our boys overseas. When we've bowled Tojo over, we at ABT will have helped to accomplish our purpose . . . to bring peace again. After "V. Day" we will supply you with finer products, finer because of the knowledge we have derived from the war work in which we are now engaged 100%.

**A.B.T. Manufacturing Corporation**  
715-723 North Kedzie Avenue, Chicago 12, Illinois

COIN  
MACHINE  
REVIEW

5

FOR  
JULY  
1945



# S L O T P A R T S

## SPRINGS

|                               |      |         |
|-------------------------------|------|---------|
| Spring Kits                   | ea.  | \$ 5.95 |
| Small Springs, Assorted       | doz. | 1.95    |
| Upper Payout Lever Springs    | ea.  | .25     |
| Handle Springs #3196          | ea.  | .50     |
| Clock Pull Springs #2860A     | ea.  | .50     |
| Operating Fork Pull Springs   |      |         |
| #2734A                        | ea.  | .50     |
| Reel Operating Lever Springs  |      |         |
| #3243                         | ea.  | .50     |
| Long Escalator Springs #2728A | ea.  | .50     |
| Lower Operating Fork Springs  |      |         |
| #2737                         | ea.  | .50     |
| Knee Action Lever Springs     | ea.  | .50     |
| Coin Detector Lever Springs   |      |         |
| #2726                         | ea.  | .50     |
| Stop Lever Springs            | ea.  | .25     |
| Payout Lever Springs          | ea.  | .25     |
| Slide Springs                 | ea.  | .25     |
| Master Slide Springs          | ea.  | .50     |
| Operating Lever Springs       |      |         |
| No. 2896A                     | ea.  | .65     |

## REELS

|  |     |         |
|--|-----|---------|
| Reels  | ea. | \$ 2.50 |
| Payout Discs (S.P. Two Cherry Pay)                   | set | 7.50    |
| Payout Discs (C.H. One Cherry Pay)                   | set | 7.50    |
| Payout Discs (356 # Five Lemon)                      | set | 7.50    |
| Complete Reel Assemblies with Strips (S.P. 2 Cherry) | ea. | 19.95   |
| Complete Reel Assemblies with Strips (C.H. 1 Cherry) | ea. | 19.95   |
| Complete Reel Assemblies with Strips (356 # 5 Lemon) | ea. | 19.95   |
| Payout Discs #356 Five Lemon                         | ea. | 2.50    |
| Payout Discs S.P. 1-2 or 3                           | ea. | 2.50    |
| Payout Discs C.H. 1-2 or 3                           | ea. | 2.50    |
| Star Wheels 20 Stop                                  | ea. | 1.00    |
| Percentage Plugs for Payout Discs                    | ea. | .75     |
| Stop Levers  | ea. | 4.95    |
| Knee Action Stop Levers                              | set | 9.95    |
| 10 Stop Percentage Regulators                        | ea. | .75     |
| 20 Stop Percentage Regulators                        | ea. | .75     |

## MECHANISM

|   |     |         |
|---|-----|---------|
| Overflow Pushout Levers #1985                     | ea. | \$ 1.45 |
| Frame Assembly L.H. #2782                         | ea. | 5.95    |
| Frame Assembly R.H. #2891B                        | ea. | 6.95    |
| Upper Payout Push Back Levers                     |     |         |
| #2684A  | ea. | 2.50    |
| Operating Fork Assemblies                         |     |         |
| #2895   | ea. | 5.95    |
| Disc Stop Lever Assembly                          |     |         |
| #2797   | ea. | 1.45    |
| Reel Brake Wires #155                             | ea. | .25     |
| Reel Shafts                                       | ea. | .95     |
| Lower Coin Chute Assemblies                       |     |         |
| #2783A  | ea. | 1.45    |
| Check Tube Covers #2676                           | ea. | .95     |
| Payout Slide Stop Fronts #3318                    | ea. | 1.25    |
| Operating Fork Bumper Assembly                    |     |         |
| #2750   | ea. | 1.45    |
| Check Tube Shutoff Levers                         |     |         |
| #2788   | ea. | 1.95    |
| Reel Timing Levers #2765                          | ea. | 1.95    |
| Clock Timing Levers #2753A                        | ea. | 1.95    |
| Payout Machine Base                               | ea. | 5.95    |
| Coin Advancing Bar Operating Levers #2624         | ea. | 2.95    |
| Coin Detector Operating Levers                    |     |         |
| #2899   | ea. | 1.95    |
| Check Detector Operating Arms                     |     |         |
| #2761   | ea. | 1.95    |
| Operating Lever Lock Assemblies                   |     |         |
| #3453   | ea. | 1.95    |
| Check Detector Operating Arm Release Levers #2768 | ea. | 2.45    |
| Anti Check Payout Base Assemblies                 |     |         |
| #1830A  | ea. | 2.45    |
| Main Operating Lever Retainer                     |     |         |
| #2601   | ea. | .75     |
| Payout Slide Push Bar Assembly                    | ea. | 1.75    |
| Disc Stop Lever Support Assembly                  |     |         |
| #2894   | ea. | 1.95    |
| Lower Payout Lever Shields                        | ea. | 1.45    |
| Fan Stop Lever Assembly                           |     |         |
| #2773   | ea. | 1.75    |
| Jackpot Push Bars #2823                           | ea. | 2.25    |
| Reel Operating Levers #3354                       | ea. | 4.95    |
| Main Operating Levers #2780A                      | ea. | 5.95    |
| Check Tube Loading Arms #552                      | ea. | .75     |
| Reel Stop Lever Shafts #2724                      | ea. | .50     |
| Coin Overflow Push Lever #1491                    | ea. | .50     |
| Reel Timing Lever Connecting Link #2843           | ea. | .50     |
| Payout Lever Guides #6508                         | ea. | 1.50    |
| Payout Slide Locks #1118                          | ea. | .95     |
| Non Beating Slide Lever Assemblies #3009          | ea. | 1.45    |
| Payout Stop Lever Assemblies #698                 | ea. | 1.45    |
| 2790 # Check Tube Shutoff Latch                   | ea. | .50     |
| 2766 # Timing Lever Bracket                       | ea. | 1.00    |
| 2789 # Check Tube Level                           | ea. | 1.00    |
| 3149 # Check Tube Level                           | ea. | 1.00    |
| 3758 # Payout Lever Guard                         | ea. | .75     |
| Upper Payout Levers                               | ea. | 1.00    |

|                             |     |      |
|-----------------------------|-----|------|
| 2844 # Payout Guide Bracket | ea. | 1.25 |
| 41 # Payout Lever Bracket   | ea. | 1.25 |
| 485 # OP Lever Dog          | ea. | .95  |
| 82 # OP Fork Stop Pin       | ea. | 1.25 |
| 2759 # OP Lever Stop        | ea. | 1.00 |
| Leather Slide Shoe          | ea. | .75  |
| Lower Payout Levers         | ea. | .50  |

## AWARD CARDS

|  |     |        |
|--|-----|--------|
| Award Cards 3-5 Pay                                | ea. | \$ .50 |
| Award Cards 2-5 Pay (One Cherry)                   | ea. | .50    |
| Award Cards (Q.T.)                                 | ea. | .50    |
| Award Cards 2-4 Pay (Stagger)                      | ea. | .50    |
| Award Cards 3-5 Pay (Stagger)                      | ea. | .50    |
| Award Cards 3-5 Pay (Stagger, Gold Award)          | ea. | .50    |
| Award Cards 3-5 Pay (Stagger, Extraordinary)       | ea. | .50    |
| Award Cards 3-5 Pay (Stagger, Extraordinary, G.A.) | ea. | .50    |
| Award Cards 3-5 Pay (Stagger, Pace)                | ea. | .50    |
| Extraordinary Eagle Cards                          | ea. | .45    |
| Oval Award Card Frames                             | ea. | 1.95   |
| Square Award Card Frame                            | ea. | 1.95   |
| Award Cards for Chromes                            |     |        |
| 2/5 or 3/5   | ea. | 7.50   |

## SLIDES

|  |     |         |
|--|-----|---------|
| Set 5c Slides 3-5 or 2-5                       | set | \$22.50 |
| Set 10c Slides 3-5 or 2-5                      | set | 27.50   |
| Set 25c Slides 3-5 or 2-5                      | set | 29.50   |
| Master Slides (2 Coin, 5c, 10c or 25c)         | ea. | 4.95    |
| Master Slides (3 Coin, 5c, 10c or 25c)         | ea. | 4.95    |
| Second Slides (2 Coin, 5c, 10c or 25c)         | ea. | 4.95    |
| Second Slides (3 Coin, 5c, 10c or 25c)         | ea. | 4.95    |
| Third Slides (5 Coin, 5c, 10c or 25c)          | ea. | 4.95    |
| Fourth Slides (4 Coin 5c, 10c or 25c)          | ea. | 4.95    |
| Top Slides (2 Coin 5c, 10c or 25c)             | ea. | 4.95    |
| Payout Non-Beating Safety Slides               | ea. | 1.95    |
| 5c Slide Covers                                | ea. | 3.50    |
| 10c Slide Covers                               | ea. | 4.50    |
| 25c Slide Covers                               | ea. | 4.50    |
| Payout Tubes 5c, 10c or 25c                    | ea. | 2.50    |
| Payout Tubes & Hoppers Complete 5c, 10c or 25c | ea. | 4.95    |

## REEL STRIPS

|                                  |     |        |
|----------------------------------|-----|--------|
| Reel Strips (S.P. 2 Cherry Pay)  | set | \$ .90 |
| Reel Strips (C.H. 1 Cherry Pay)  | set | .90    |
| Reel Strips (For Q.T.'s)         | set | .90    |
| Reel Strips (For Vest Pockets)   | set | .90    |
| Reel Strips (#356 5 Lemon)       | ea. | .50    |
| Reel Strips (#356 5 Lemon)       | set | 1.20   |
| Reel Strips (#207 Gold Award)    | set | 1.50   |
| Reel Strips (#207A Gold Award)   | set | 1.50   |
| Reel Strips (R 1-2-3)            | set | 1.50   |
| Reel Strips (#290 Gold Award)    | set | 1.50   |
| Reel Strips (Jumbo Animal)       | set | 1.50   |
| Reel Strips (Pace Bantam)        | set | 1.50   |
| Reel Strips (Pace Comet)         | set | 1.50   |
| Reel Strips (Melon Bell)         | set | 1.50   |
| Reel Strips (#467, 10 Stop Type) | set | 1.50   |
| Reel Strips (Super Bell)         | set | 2.95   |
| Reel Strips Jumbo Fruit          | set | 1.50   |
| Reel Strips for 3 and 4 Bells    | set | 1.50   |

## CLOCKS

|                                  |     |         |
|----------------------------------|-----|---------|
| Clocks (For Mills)               | ea. | \$19.90 |
| Clocks (Mills—Exchange)          | ea. | 9.90    |
| Clocks (Vest Pocket)             | ea. | 12.95   |
| Large Clock Gears Complete       | ea. | 3.75    |
| Idler Pinion Gears               | ea. | 3.25    |
| Small Gears with Full Gear Shaft | ea. | 3.25    |
| Ratchet Post Gears               | ea. | 3.50    |

## GLASS

|                           |     |        |
|---------------------------|-----|--------|
| Jackpot Glass (Safety)    | ea. | \$ .95 |
| Jackpot Glass (Wire Mesh) | ea. | .95    |
| Jackpot Glass (For Q.T.)  | ea. | .95    |
| Reel Glass                | ea. | .50    |
| Escalator Glass           | ea. | .50    |

## CASE CABINET

|  |      |         |
|--|------|---------|
| Completely Chromed Club Handles (Unbreakable)        | ea.  | \$ 5.95 |
| Price Denomination Plates for Chromes 5c, 10c or 25c | ea.  | 1.50    |
| Tempered Steel Drill Proofing Two 6" x 8" pieces     | set  | 2.45    |
| Cabinet Bolts with Nuts                              | doz. | 1.25    |
| Gold Award Tokens                                    | ea.  | .75     |
| Standard Mills Handles                               | ea.  | .95     |
| Handle Hubs  | ea.  | 3.25    |
| Cash Cans  | ea.  | 1.95    |
| Cash Box Doors                                       | ea.  | 2.50    |
| Jackpots 5c  | ea.  | 17.50   |
| Jackpots 25c   | ea.  | 17.50   |
| Jackpot Loading Chute Assemblies                     | ea.  | 1.45    |
| Jackpot Spacers                                      | ea.  | 1.00    |
| Jackpot 25c Gates                                    | ea.  | 2.50    |
| Machine Bases  | ea.  | 5.95    |
| Pump Assemblies                                      | ea.  | 3.95    |
| Piston Operating Levers                              | ea.  | 1.95    |
| Piston Operating Lever Supports                      | ea.  | .95     |
| Piston Operating Lever Links                         | ea.  | .95     |
| Reel Glass Frames                                    | ea.  | 2.95    |

|   |     |       |
|---|-----|-------|
| Escalator Glass Frames  | ea. | .95   |
| Handle Starting Lever Bracket Supports  | ea. | 4.95  |
| Handle Starting Lever Assemblies  | ea. | 3.95  |
| Cabinet Top Edge Plates   | ea. | 1.45  |
| Slug Boxes  | ea. | 1.45  |
| Mechanism Clamp Assemblies  | ea. | 1.95  |
| Top Casting Locking Levers  | ea. | 2.45  |
| Price Denomination Plates, 5c, 10c and 25c                                    | ea. | .95   |
| Jackpot Money Cups  | ea. | 3.25  |
| Payoff Money Cups   | ea. | 3.25  |
| Chrome Jackpot-Glass Protector Plates   | ea. | 2.25  |
| Side Vendor Plugs   | ea. | .75   |
| Lock Clamps   | ea. | .45   |
| Lock Plates   | ea. | .35   |
| Handle Bolts  | ea. | .50   |
| Escalator to Cash Box Coin Chute Assemblies (For Machines Paying Tokens Only) | set | 3.95  |
| Tempered Steel Drill Proofing (Six Pieces) Complete                           | set | 14.95 |
| Tempered Steel Drill Proofing (Four Front Pieces)                             | set | 7.95  |
| Tempered Steel Drill Proofing (2 Side Plates for Cabinets)                    | set | 7.95  |
| 5c Checks (Per 100)   | ea. | 2.75  |
| 10c Checks (Per 100)  | ea. | 4.25  |
| 25c Checks (Per 100)  | ea. | 5.75  |
| Gold Award Front Plugs  | ea. | 1.00  |

## ESCALATORS

|  |     |         |
|--|-----|---------|
| 5c Escalator Front Plates                  | ea. | \$ 3.95 |
| Escalator Slug Chute Covers                | ea. | 1.00    |
| Coin Bar Release Lever Assemblies #2799    | ea. | 3.95    |
| Heavy Duty #3673 Coin Advancing Bar Levers | ea. | 3.95    |
| 5c Escalators                              | ea. | 31.50   |
| 10c Escalators                             | ea. | 35.50   |
| 25c Escalators                             | ea. | 39.50   |
| 50c Escalators (Front Insert)              | ea. | 49.50   |
| Shoulder Screws #2875                      | ea. | .25     |

## CASTINGS

|   |     |         |
|---|-----|---------|
| Gold Chrome Castings (Upper Casting & Lower Casting)  | set | \$69.50 |
| Silver Chrome Castings (Upper Casting & Lower Casting)  | set | 89.50   |
| Rear Top Casting (For Gold or Silver Chrome)  | ea. | 12.45   |
| Payout & J.P. Cup (For Gold or Silver Chrome)   | ea. | 3.45    |
| Rear Top Castings (For Bonus or Futurity)   | ea. | 9.95    |
| Rear Top Castings (For Extraordinary)   | ea. | 9.95    |
| Chrome Jewels (For Brown-Fronts, etc.)  | ea. | 4.95    |
| Spoon Proof Cups  | ea. | 1.95    |
| Reserve Jackpot Inserts   | ea. | 2.45    |
| Extraordinary Payout Cups   | ea. | 3.95    |
| Rear Top Castings (For Bluefronts, etc.)  | ea. | 9.95    |
| Set War-Eagle Castings (Glitter Gold) 5c to 50c size  | set | 28.50   |
| Lower Castings (Bluefront, Roman-head, Wareagle, Futurity, Cherrybell, Bonus, Brownfront)         | ea. | 18.50   |
| Upper Castings (Extraordinary, Romanhead, Wareagle, Futurity, Cherrybell, Brownfront, Blue-front) | ea. | 18.50   |

## CONSOLES

|  |     |         |
|--|-----|---------|
| Jumbo Parade Scavengers (#505A Replacement)        | ea. | \$ 3.95 |
| Handles for Three Bells, Jumbos, etc.              | ea. | 3.95    |
| Console Replacement High Heads 5c, 10c, 25c or 50c | ea. | 5.95    |
| Mills P.T. #3487 Solenoid Coil                     | ea. | 4.95    |
| Mills P.T. #3532 Solenoid Coil                     | ea. | 5.25    |
| Mills P.T. #3760 Solenoid Coil                     | ea. | 5.25    |
| Fibres for Three Bells, etc.                       | ea. | .55     |
| Handle Starting Levers for Jumbo's, 3 Bells, etc.  | ea. | 3.95    |
| Chrome Top Coin Insertion Plate for 5c Pace Races  | ea. | 9.95    |
| Super Bell Handles & Shaft                         | ea. | 4.95    |

## WOOD CABINETS

|   |     |         |
|---|-----|---------|
| Blue Front Type Cabinets (For Escalator Models) | ea. | \$14.95 |
| Extraordinary Type Cabinets                     | ea. | 14.95   |
| Cabinets for Chromes                            | ea. | 17.45   |
| Cabinets for Q.T.'s                             | ea. | 12.95   |
| Cabinets for Goosenecks                         | ea. | 9.95    |

## 50c MACHINE PARTS

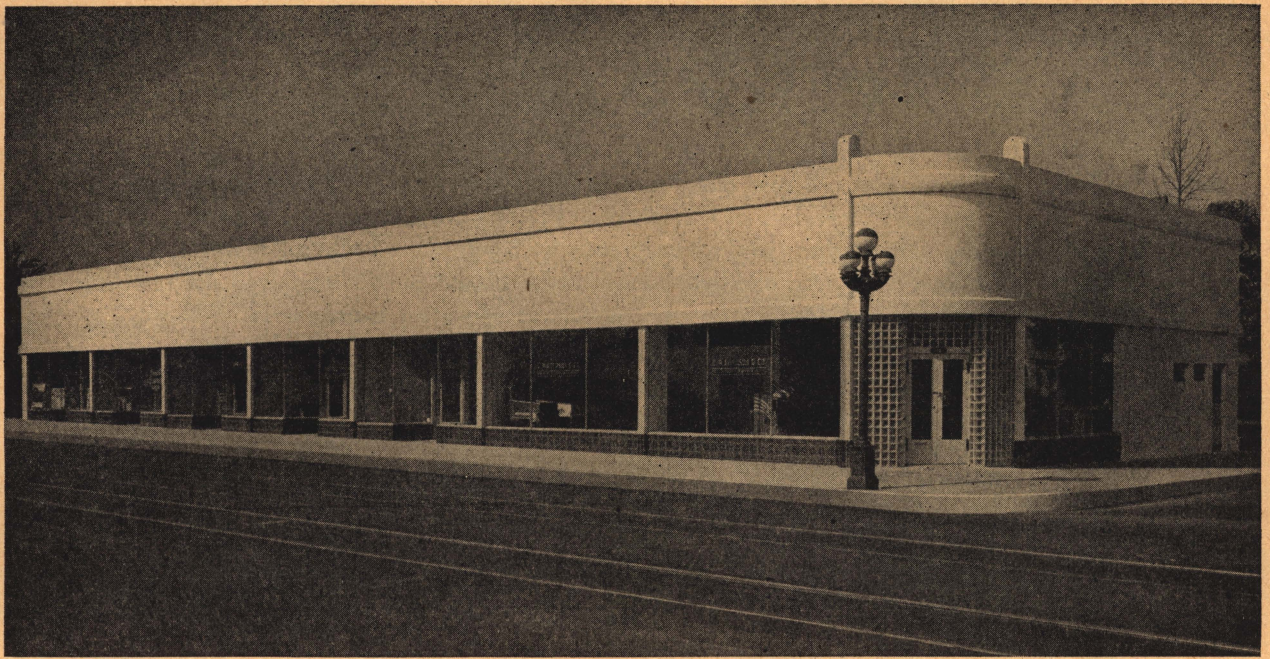
|  |     |         |
|--|-----|---------|
| 50c Price Denomination Buttons                           | ea. | \$ 1.45 |
| 50c Tubes  | ea. | 2.50    |
| 50c Jackpot Loading Chutes                               | ea. | 3.45    |
| 50c Price Insert Plates for Chromes                      | ea. | 1.95    |
| 50c Upper Payout Assemblies                              | ea. | 3.25    |
| 50c Hoppers for Tubes                                    | ea. | 4.95    |
| 50c Slide Covers   | ea. | 4.95    |
| 2-5 Pay Sets 50c Slides (Wide for original 50c Machines) | set | 48.50   |
| 3-5 Pay Sets 50c Slides (Wide for original 50c Machines) | set | 48.50   |
| 2 Coin Master Slides                                     | ea. | 8.95    |
| 3 Coin Master Slides                                     | ea. | 8.95    |
| 3 Coin Second Slides                                     | ea. | 8.95    |
| 2 Coin Second Slides                                     | ea. | 8.95    |
| 5 Coin Third Slides                                      | ea. | 8.95    |
| 4 Coin Fourth & Fifth Slides                             | ea. | 8.95    |
| 2 Coin Top Slides  | ea. | 8.95    |

COIN  
MACHINE  
REVIEW

6

FOR  
JULY  
1945





## **C. A. ROBINSON AND COMPANY**

**Distributors Buckley Boxes and All Types Coin Machines**

### **RECONDITIONED CONSOLES**

**SUPER BELLS  
BANG TAILS  
LUCKY LUCRE**

**FAST TIME  
TRIPLE ENTRY  
TRACK TIME**

**GOLD CHROME — BLUE FRONTS — QT's  
PACE AND GOOSE NECK SLOTS  
1 and 5 BALL PIN GAMES  
BOWLING LEAGUE SKEE BALLS  
WURLITZER and SEEBURG PHONOGRAPHS**

### **REMOTE BOXES**

**BUCKLEY CHROME, 20 and 24-RECORD  
SEEBURG—Wallomatic and Selectomatic  
WURLITZER WIRELESS—2 Wire**

**BUCKLEY MUSIC SYSTEM PARTS  
P. M. SPEAKERS and CABINETS  
DUO LOCKS**

**SPECIAL 6SC7 TUBES 75¢ ea.  
99—Replaces 30's**

# **SALESBOARDS**

**LARGE VARIETY OF LATEST HITS—5c TO \$1.00**

**FACTORY PRICES AND IMMEDIATE DELIVERY**

**50 and 20%**

**OFF REGULAR LIST PRICE.  
MAIL AND PHONE ORDERS SHIPPED  
SAME DAY.**

**WRITE—WIRE OR PHONE FOR PRICES**

## **C. A. ROBINSON & CO.**

**2301-03-05 West Pico Blvd., Los Angeles 6, Calif.**

**FEderal 1810**

**COIN  
MACHINE  
REVIEW**

**7**

**FOR  
JULY  
1945**



# R. S. V. P.

In French it's "Repondez, s'il vous plait," but in English it's ANSWER, IF YOU PLEASE! And that is what we are asking Operators of Merchandise Vending Devices who want to make certain of early deliveries of new vendors, to do immediately by filling in the coupon below and mail it to us today. No obligation is incurred and your name will be placed on our preferred list to receive advance information and consideration on new vendors and vending merchandise.

R. A. PARINA & COMPANY  
156 9th Street,  
San Francisco 3, California

Gentlemen: Please place the following name on your mailing list:

Name..... Firm Name.....

Street..... City..... Zone..... State.....

Our operation consists of (type of equipment).....

We will be interested in: ☐ Cigarette ☐ Candy ☐ Gum ☐ Bulk Vendors

COIN  
MACHINE  
REVIEW

8

FOR  
JULY  
1945

## NEW EQUIPMENT *Is Just Around the Corner*

The WPB has already authorized a resumption of manufacturing of vending machines and the various factories we represent on an exclusive basis for the Western States will soon be in limited production on brand new machines. There is bound to be a terrific demand for the first machines and we intend, within the scope of our physical ability, to fairly apportion these machines to operators registered with us for consideration.

Registered operators will also be given preference on the various lines of merchandise we will distribute in the Western States for use in automatic vendors.

Get on this Preferred List now and assure yourself of holding your best locations with the first machines available when factory shipments begin. Get the above coupon off to us TODAY!!!!

**R. A. PARINA & COMPANY**

156 Ninth Street

San Francisco 3, Calif.

MArket 6292



# THE COIN MACHINE REVIEW

JULY, 1945

★ THE 144th  
CONSECUTIVE  
MONTHLY ISSUE

OFFICE OF PUBLICATION: 1115 Venice Blvd., Los Angeles 15, Calif. Fitzroy 8269. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENTRAL 1112; NEW YORK OFFICE (17): Ralph R. Mulligan, 441 Lexington Avenue, Murray Hill 2-5589. SUBSCRIPTION RATES: \$2.00 for 3 years—minimum term accepted; 50c per copy. ADVERTISING RATES: \$75.00 per page, \$40.00 per half page, \$27.50 per third page; \$20.00 per quarter page, \$13.75 per sixth page, \$2.75 per column inch. No display less than two inches accepted. Classified rates on Classified Page.

## Game as Means of Expression

WASHINGTON, D. C.—What do the men overseas think about? Blueberry pie and new cars and all that sort of thing, perhaps, and the girl friend (or the wife and kids) and getting home, certainly. But at least one GI, a Southern California infantryman with the First Army, thought about marble games as a means of expressing some of his philosophy of the war he'd seen.

Writing from deep in the Reich, not long before V-E Day, he noted the increasing antagonism and resentment toward the Allies as he moved east, reported the thorough indoctrination of the German civilians as evidenced by questioning of one young school teacher who ignored the miles and miles of sparsely populated, rich territory the Americans had crossed and whined of Germany's poverty of land and wealth and America's richness and greed for more territory. That, together with his impression of some of the atrocities and evilness that had been spread out before him, left him almost dizzy with a sort of confusion. He wrote:

"Sometimes your head feels like a pin ball, bouncing from one impression to another, lighting few lights and heading toward the bin at the bottom, but fortunately never getting there, thanks to that great unseen table-tilter. A higher faith is the only answer."

Anyhow the table was tilted on Germany's last nickel!

## ON THE COVER . . .

The Sex-acious lass gracing the cover this month is Jean Trent of Universal Pictures, who is now appearing in Walter Wanger's Technicolor production: "A Night in Paradise."

Call  
**DR. 3209**

For Automatic Equipment,  
Parts and Supplies

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico Los Angeles 15

## Five Times As Many Machines In Next Ten Years Predicted

CHICAGO—Lifting the lid on coin-machine manufacturing has unleashed a lot of predictions as to the future of the industry and what may be expected in the years ahead.

In a feature article in a recent issue, *Advertising Age* devoted considerable space to the prospects and quoted the opinions of several important figures in the business. Said the article, in part:

"Prospects for expansion by the comparatively young coin machine industry are considered great. James T. Mangan, of Mangan & Eckland, public relations and industrial design firm here, and for a score of years advertising and merchandising manager of Mills Industries, predicts that 10 years from now there will be from three to five times as many coin machines in operation as there are now.

"C. E. Vetterick, advertising manager of O. D. Jennings & Co., one of the largest makers of slot machines and other coin machines, expects that the industry will turn out \$200,000,000 of equipment annually the first year of full production. His own company alone expects to make \$10,000,000 of these machines a year as soon as it gets the material and manpower."

The mere lifting of restrictions by the WPB does not mean the industry will at once resume full production. Such materials as copper, lumber, electronic devices and transformers needed to turn out coin machines are, of course, still not available in large quantities. Several plants here have indicated they will turn out machines in small quantities and during slack periods for several months at least. Ninety five per cent of the industry is still engaged in war work.

Leaders in the Industry ascribe the early authorization of manufacturing resumption by WPB as recognition of their wartime record for turning out submarine guns, radar equipment, precision instruments, etc., and that the Industry has shown its ability to shift so rapidly from one type of production to another that its plants are the most likely to absorb idle manpower rapidly in the reconversion period.

Explaining the growth and present magnitude of the Industry, the article said:

"A newcomer to business since about

1936 or 1937, the coin machine industry is already one of the largest in the country. Vending machines alone are a big industry. There are some 165,000 coin-operated Coca-Cola beverage machines, which are worth \$30,000,000 and about 25,000 other beverage machines in operation. There are 250,000 candy bar machines, 126,500 cigaret vending machines and about 3,000,000 penny machines of the nut, gum and candy type.

"In a recent survey it was found that, in addition to the above, there are now being operated 250,000 pinball games and 600,000 coin-operated counter amusement devices, 200,000 'console' and 100,000 'miscellaneous' amusement games, and 300,000 juke boxes.

"Operators of all types of coin machines, exclusive of Coca-Cola and penny machine operators, state that they have immediate need for 1,413,500 coin machines, chiefly to replace machines retired in the past three years.

"Manufacturers of this equipment have seen their plant capacity at least double, on the average, during the war period.

—TURN PAGE

## REPAIR SERVICE

for  
Vest Pockets and all types of  
Slots.

Repairs—Refinishing—Conversions  
Over 20 Years Shop Experience  
All work guaranteed.

PARTS FOR ALL SLOTS

SHATTER-PROOF GLASS FOR SALE

**G. B. SAM**

541 E. 32nd Street, Los Angeles 11, Cal.  
ADams 7688

COIN  
MACHINE  
REVIEW

9

FOR  
JULY  
1945

THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TWELVE YEARS!!  
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!



# YOUR COIN MACHINES OF TOMORROW



## O. D. JENNINGS & COMPANY

4307-39 W. LAKE STREET • CHICAGO 24

Please send me the following  
advance information folders:

- ☐ BOTTLED BEVERAGE DISPENSERS
- ☐ DAIRY DRINK DISPENSERS
- ☐ THE JENNINGS CHALLENGER
- ☐ THE JENNINGS CHIEF

NAME

ADDRESS

CITY

It is safe to presume this plant expansion will reflect greater output of the machines after the war.

"Vending machines will be turned out in much greater quantities, it is believed. Chief reason for this is the fact that during the war many manufacturers have adopted the view that good labor relations policy calls for installation of such machines. The industrial plant market for candy, cigaret and other merchandise machines had barely been tapped prior to the war.

"Vending machines and other coin operated machines are now housed in more than 1,000,000 retail establishments.

"It has been estimated in the trade that, in 1941, 657,000,000 packages of cigarets were sold through machines, as were 625,000,000 candy bars and that \$78,000,000 worth of nuts, gum and candy were dispensed through penny machines.

"The phonographs, besides providing an important source of revenue to their operators and to stores in which they are placed, are considered extremely important to Decca, Victor and other makers of phonograph records. (EDITOR'S NOTE: operators will undoubtedly go into spasms of laughter about Decca and Victor considering them 'extremely important', in view of the treatment operators have received since Pearl Harbor.) Possibly half of all records produced each year are used in the boxes.

"Those in the industry cannot say exactly what types of machines will dominate the market in the future. Pepsi-Cola is encouraging designers to turn out a good machine for dispensing Pepsi in paper cups. So far none of the machines that mix and pour beverages has proved long-lasting and Pepsi-Cola has not had a machine of its own for bottled Pepsi. Coca-Cola coin machine sales have been reported at around \$125,000,000 a year.

"It is known that machines have been devised to cook hot dogs by electronic devices, and other types of machines, both of the amusement and vending types, are being experimented with. Some of these like hot coffee and soup dispensers, may win a place in the field. In the past, however, only a few types—those for cigarets, candy, gum, bottles, etc.—have found a permanent place in the market.

"Estimates of the kind and number of machines to come, though they vary widely, are no more varied than the estimates of the "take" of coin machines. These estimates have ranged in recent years from \$100,000,000 to \$4 billion a year. Mangan believes the coin machines take in around \$1 billion annually."

## G. I. Yearns For Games

CHICAGO—George Jenkins, vice-president and general sales manager of Bally Manufacturing Co. is proudly displaying a letter written by a Yank fighter in the Philippines to the proprietor of a Pennsylvania location. "When I get back," the soldier wrote, "I would like to have that 'Mascot' one whole day to myself, but if it's like it used to be, I guess it wouldn't be possible." Mascot is a late bumper-type Bally game.

Jenkins points out that people who worry about G. I. Joe's adjustment to civilian life should be reassured by the letter. "The writer," Jenkins says, "is probably typical of the vast majority of American fighting men. They are simply looking forward to their return to a normal, sane American life—including that typical American amusement, the pin-game."

\* \* \*

Grandpa: "When I was young it was my ambition to have a gig and a gal."

Pop: "When I was a lad, I wanted a flivver and a flapper!"

Son: "Just give me a plane and a jane."

**RUBBER ZIP CORD**  
5c per foot  
**7-WIRE SHIELDED CABLE**  
for Ray Guns...25c per ft.  
**BUY NOW WHILE**  
**SUPPLY LASTS**

— SEE —

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico Los Angeles 15

## WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

### GET OUR PRICES

MILLS GOLD CHROME BELLS  
MILLS SILVER CHROME BELLS  
MILLS BROWN FRONT BELLS  
MILLS BLUE FRONT BELLS

MILLS CHERRY BELLS  
MILLS BONUS BELLS  
MILLS MELON BELLS  
MILLS CLUB CONSOLES

BAKERS PACERS

ALL MODELS — ALL COIN PLAYS

We Specialize in Rebuilding Mills Slots and Paces Races

SEE US FOR PACES RACES — Service and Supplies

**BAKER NOVELTY CO.**

1700 WASHINGTON BLVD., CHICAGO 12, ILL.

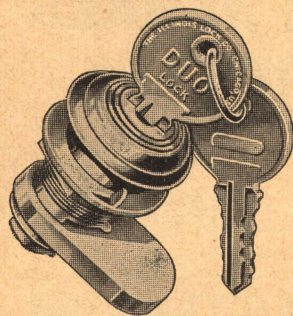


# Tubes for the Trade



|                              |        |             |      |            |      |
|------------------------------|--------|-------------|------|------------|------|
| 2A3 (Limit 5).....           | \$1.75 | 6A6 .....   | 1.45 | 6SJ7 ..... | .85  |
| 2A4G .....                   | 2.25   | 6C6 .....   | 1.00 | 6SK7 ..... | 1.00 |
| 3Q5 .....                    | 1.45   | 6F8 .....   | .95  | 6SR7 ..... | 1.00 |
| 5U4G .....                   | .95    | 6J5GT ..... | .90  | 6SQ7 ..... | .95  |
| 5T4 .....                    | 1.55   | 6L6G .....  | 1.95 | 6Y6G ..... | 1.45 |
| (Perfect Substitute for 5Y3) |        | 6N7 .....   | 1.45 | 46 .....   | .80  |
| 5Z3 .....                    | 1.10   | 6SC7 .....  | 1.15 | 89 .....   | .85  |
|                              |        | 6SF5 .....  | .85  | 2051 ..... | 2.25 |

## 70L7GT Replacement Adaptor, with tube—\$3.25



### ILLINOIS LOCKS

Serving operators  
everywhere. Inquire  
about registered keys.

### ABBOTT COIN WRAPPERS

Tough and durable. One of the best  
repeat items we have.

Per thousand.....65c  
(Quantity prices upon request)



COIN  
MACHINE  
REVIEW

11

FOR  
JULY  
1945

## Acme Replacement Plastics

This line of unconditionally guaranteed plastics has proven a boon to operators all over the west. We carry in stock just about everything you may need for Wurlitzer, Seeburg, Rock-Ola and Mills phonographs, as well as sheets in red, green and yellow.

**HAVE YOU TRIED THE 850 PROGRAM WINDOWS?**

**\$5.00 per Set**

## RECORDS

*Cecil Gant's Latest Recordings*

# 505 The Grass Is Getting  
Greener  
Syncopated Boogie

# 506 I'm Tired  
Are You Ready

# 507 You're Going To Cry  
Cecil Knows Better  
Now

Operator's Price . . . 65c

# COINMATIC DISTRIBUTORS

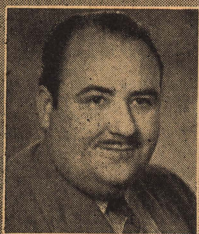
TEMPORARY QUARTERS

2712 W. PICO BLVD.

Parkway 9059

LOS ANGELES 6, CAL.





# Trade Talk

by

PAUL W. BLACKFORD

Two of us were sitting at a small table at lunch the other day, not talking much, but thinking a lot of this business and its future. The reason for our silence was that a few hours before we had received word of a former operator who would not return from the war.

As we sat, lost in unhappy reverie, a mutual acquaintance took a seat at a table across the room. We nodded to him casually, distracted by the troubled thoughts that ran through our minds, but, as lunch proceeded, we glanced back, and gradually his personality and the problem that he represents in this world of ours began to seep through to our consciousness. We kept looking at this acquaintance, sizing him up and—through him—shaping up some thoughts of a difficulty that is facing all of us at home.

It concerns that day when peace returns and, with it, the thousands upon thousands of men who will come back. We thought more and more about this fellow across the room and those others who have been reaping a harvest of dollars while on the other side of the world men have fought.

This fellow had on an expensive suit; the style and the way the cloth sat looked

good. His shirt was one of those soft, easy-resting ones and the tie he wore had a lot of colors and we could picture the price tag above the rack it was on. When he left, we remembered the times—in 1935—and years thereafter, when he sat across from us in our office and we talked to him about his problems and tried to help him along.

Well, he's riding the tide now, and with a dismal record of handling his customers on service and decent consideration, his chance for a rough time in the future seems pretty good.

Yet, how many of us, are like him today. We've made money and it's given a lot of us "air" that just shouldn't be there. It has made some friends but it has made more enemies. We've become, many of us, successful entrepreneurs or specialists.

What will happen when the world gets back to normal? It's enough to make you stop and think, and right now is the time to have that little talk with yourself in the mirror, weigh yourself and make future plans. If you do, you'll view the future with humility and ascribe the financial advantages you've had in these war years more due to conditions than to your own ability. Don't sell yourself short on the years ahead.

## ANOTHER MONTH NEARER TOTAL VICTORY!

HELP BRING IT CLOSER — BUY  
MORE WAR BONDS

*Wm Rabkin*

INTERNATIONAL MUTOSCOPE CORPORATION

PENNY ARCADE HEADQUARTERS SINCE 1895

Manufacturers of Photomatic and Other Famous Coin Operated Equipment

44-01 ELEVENTH STREET, LONG ISLAND CITY 1, NEW YORK

COIN  
MACHINE  
REVIEW

12

FOR  
JULY  
1945

## Your Opportunity

### ARCADE

|   |            |
|---|------------|
| 12 Mutoscope Picture Machines.....the lot | \$325.00   |
| (Complete with reels and signs)           |            |
| 8 Rapid Fires .....                       | ea. 149.50 |
| 5 Air Raiders .....                       | ea. 175.00 |
| 3 Tokio Guns .....                        | ea. 175.00 |
| 2 Keeney Sub. Guns.....                   | ea. 150.00 |
| 1 Whee Gee Mystic, New.....               | 229.50     |

|                                     |            |
|-------------------------------------|------------|
| 2 Seeburg Hockey .....              | ea. 85.00  |
| 1 Mutoscope Tennis .....            | 85.00      |
| 1 Pollard Golf .....                | 75.00      |
| 1 Shoot A Bazooka.....              | 179.50     |
| 3 Jap Guns (Chicken Sam).....       | ea. 139.50 |
| 1 Seeburg Chute the Chutes.....     | ea. 149.50 |
| 3 Bowl A Bombs—Short Skee Ball..... | ea. 150.00 |

### SLOTS

|                                  |              |
|----------------------------------|--------------|
| 8 Mills Original Chromes 5c..... | ea. \$325.00 |
| 5 Mills Brown Fronts 5c.....     | ea. 275.00   |
| 1 Mills Brown Front 10c.....     | ea. 345.00   |
| 1 Mills Gold Chrome 25c.....     | ea. 425.00   |

|                            |            |
|----------------------------|------------|
| 1 Mills Golf Ball 25c..... | ea. 225.00 |
| 1 Mills Club Bell 5c.....  | ea. 475.00 |
| 1 Mills Club Bell 25c..... | ea. 525.00 |

All the above equipment like new.

### SPECIAL FOR A CLUB

3 Mills Extraordinarys 3/5 Pay

All like new 5c, 10c, 25c—Will Be Sold as a Set Only

**\$650.00**

### PARTS

|                              |             |
|------------------------------|-------------|
| Rapid Fire Motors, New.....  | ea. \$25.00 |
| Rapid Fire Gun Casings.....  | ea. 17.50   |
| Gun Cable .....              | ea. 2.75    |
| Gun Lenses .....             | ea. 2.50    |
| Mills Phono Motors, New..... | ea. 30.00   |

### ACCESSORIES

|   |         |
|---|---------|
| Permo Points, 100.....  | \$30.00 |
| Title Strips, 1000 Sheets.....  | 3.50    |
| Pin Table Glass—Genco, Chicago Coin, Bally, Gottlieb,<br>Exhibit. (Case of (8) Lifes \$10.00) |         |

DEPOSIT REQUIRED

**EASTERN SALES COMPANY**

Fred Iverson

John Bilotta

1824 East Main Street

(Culver 5278)

Rochester 9, New York



What does the outsider think of folks in the Coin Machine Industry? This is an ever pregnant question and the men and women of the Industry who contribute so faithfully to every worthwhile charity and civic improvement program sometimes wonder if their efforts are really appreciated.

Just recently we appointed a news correspondent in one of the most important key cities in the nation. This new correspondent was apparently very reluctant to take on a "gangster" publication, but after making the rounds of the jobber and distributor outlets and meeting the operators therein, this report came through: "These people are charmingly cooperative and all around good fellows, civic spirited and definitely an asset to the community. I'm acquiring a tremendous respect for the coin machine industry in all of its diversified branches.

"Could something be done to impress the general public with the excellence of the service and the integrity of the people performing it? If you remember, I hesitated to take on the magazine for the simple reason that I had not the right orientation about the industry. Now, I'm an extremely liberal person, have no scruples about gambling, and was still under the impression that there was something "off-color" about the set-up. Usually converts become zealots. No wonder that I've become especially anxious to correct the misconception about coin machines... their reputation is high in business circles. How could it be extended to the average individual?"

There is much to be done in a public relations program for this industry. NAMA has made a feeble start to sell the vending end of this business. Other branches must eventually admit the feasibility of a like program and promote the cause of coin-operated equipment to the general public. We cannot rely on free features appearing from time to time in periodicals. The whole truth, and "right" truth must be systematically told in a well organized national advertising program.

\* \* \* \* \*

During the past month we've received firm but gentle knocks on the kind of paper used in printing our June issue and we suppose we will get some more knocks when this issue is circulated.

We do not believe apologies are necessary as we all know the critical situation on paper stock, and it is getting worse instead of better.

We feel very fortunate in being able to secure a substitute paper to continue the publication of THE REVIEW. Our pressmen are doing their best to produce a clean printing job on paper available to us.

You may rest assured that as soon as coated paper is again available your publication will revert to the same quality of stock as used in past issues. For your kind indulgence in these critical months we are deeply grateful.

## BACK GLASSES

for

Bally THOROBREDS  
Keeney SUPER BELLS  
\$12.50 each

— SEE —

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico

Los Angeles 15

# SECURITY as furnished and advertised in 1938



## Which Hand is YOURS ?

Are your collectors getting all that's coming to you from your automatic machines? Or do pick thieves clean them out? To make sure of your take, use ILCO Locks. They're strong, pick-resisting, hard to smash open.

ILCO Locks are designed, made and assembled by experts who know how to build dependability into them. Their selected materials and ability into them. Their selected service and easy

No. 80 SAFETY COLLAR  
— heavy, solid steel  
ring—fits any standard  
coin machine lock and  
makes it wrench proof.



No. 4080N — PER-  
CULOCK — maxi-  
mum pick-resisting  
design. "Shark  
Teeth" keyway.  
Double sided key  
with shoulder. Extra  
with shoulder washer.



## THERE'S NO SHORTAGE

of this type of ILCO hardware at the front. But when our boys stop throwing it at Japan, the ILCO Line will return in full peacetime array.

# SECURITY as furnished in 1945

This question was very important in 1938 . . . it will be ten times as important in 194X, when coin machines are *everywhere*. For your business will boom after Victory . . . and we aim to work right along with you.

You'll need the protection of strong, honestly-made ILCO Coin Machine Locks designed to resist picking, and forcing. You'll need quick service, intelligent co-operation, fair prices. You got them from us in 1938 and the other prewar years — and we want you to know you'll get them again.

c-5

## Ready for you after victory

This Production Award Pennant now carries Three Stars



**Independent Lock Company**  
Fitchburg, Massachusetts

COIN  
MACHINE  
REVIEW

13

FOR  
JULY  
1945



## EXPLANATION!

Paper is an essential war material. It is working for Victory. The demand for paper is so stupendous that its civilian use must be greatly curtailed.

Publishers are limited both as to the quantity and quality of paper they may use. In order to comply with the government's limitations on paper, and still maintain its full circulation, **THE REVIEW** finds it necessary to use a lighter weight paper for the next few months and reduce the trim size  $\frac{1}{4}$  inch on the width. This economy is in cooperation with the War Effort.

## Baltimore

Baltimore smokers can expect an increase in cigarettes this month, a survey of local tobacco jobbers has indicated. The anticipated increase, however, still will leave the amount of cigarettes available for civilians far short of that amount of pre-war days. One of the large tobacco manufacturers will send up to 80 per cent of the June quota, it was stated by a prominent cigarette jobber. He said that the firm will receive increases from three other manufacturers of popular brands. The total will amount to about 85 per cent of the original standing orders.

Another wholesaler said the firm anticipates a 50 per cent increase in allotments from most of the large manufacturers.

The anticipated increase in allotments of cigarettes is encouraging, and gives promise that local operators of cigarette

vending machines will soon be able to give much better service with their machines than has been possible for some time.

Some cigarette operators, who had been doing a fine job, found it necessary to discontinue a good number of their machines and pull them in. They now, however, anticipate they will resume operating most machines in their locations. The picture looks more promising for cigarette operators.

Gwynn Oak Amusement Park, the third of the larger amusement spots in this city, is getting excellent patronage despite the unseasonal cool weather which has obtained here. The Arcade is well patronized. This park, like the other two amusement parks in this area, maintains some 200 Arcade machines in operation. Gwynn Oak is under the personal management of Arthur B. Price.

The coin machine arcade is in full operation at Carlin's Amusement Park. The official opening of the attractions is now in full swing. Automatic phono collegian dances are under way the first four nights of the week.

With the June weather becoming more favorable, the attendance has been excellent and better attendance is looked for in the coming months. The park is under the personal management of John J. Carlin, founder and owner of the fun spot.

A substantial coin machine Arcade has been added to the several in Baltimore by the formal opening of the summer season at Bay Shore Amusement Park.

A feature of the Bay Shore Park is its enlarged bathing facilities. It now has facilities for the accommodation of 15,000 bathers, a substantial increase over the number carried other seasons. The Park has some 200 games operating for the season.

John F. Ignace

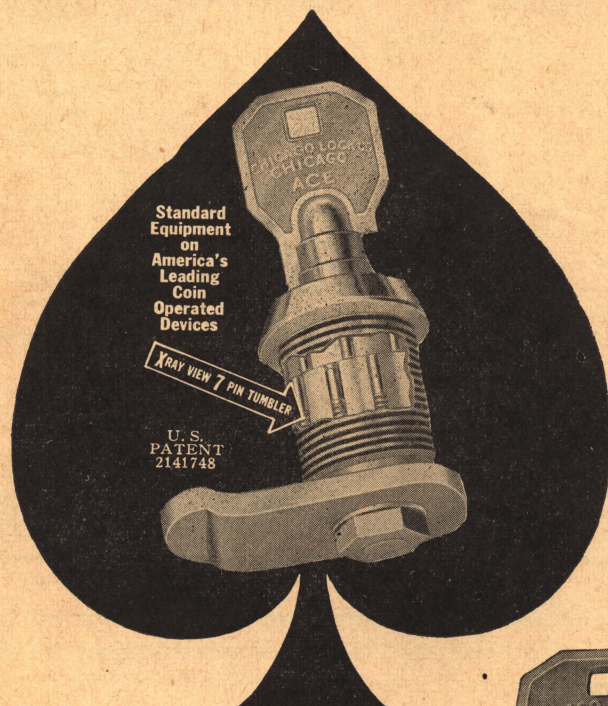
\* \* \*

A WAC, asked how she liked life in the Service replied: "I like it all right, but I don't like saying 'yes, ma'am' all day and 'no sir' all evening."

COIN  
MACHINE  
REVIEW

14  
FOR  
JULY  
1945

## The "ACE" of All Locks Chicago "ACE" Lock



—because it represents the "ACE" development in lock and key construction

Investigate—ask your Jobber—and remember, there's a CHICAGO Lock for every need . . . and . . . all CHICAGO Locks assure . . . "UTMOST PROTECTION."

**SORRY**—but for the duration we can only partially fill civilian orders on Priority Rating Basis.



Famous "ACE"  
Round Key

**CHICAGO LOCK CO.** 2024 N. RACINE AVE.  
CHICAGO, ILL.



*There is no substitute  
for Quality*  
*Quality Products Will  
Last for the Duration*  
**D. GOTTlieb & CO.**  
CHICAGO

**Latest Release!**  
**QUALITY PICTURES**

**SERIES 14**

"Dancing Girls of All Nations"  
for Panorams  
It's a Whiz!

ALSO SERIES 1 TO 13

All Passed by L.A. Censors  
Send for Literature

— SEE —

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico Los Angeles 15



# BADGER'S *Bargains*

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see  
Bilt Happel  
MILWAUKEE see  
Carl Happel

## SPECIAL

MILLS ORIGINAL HEAD FOUR BELLS  
COMPLETELY REBUILT AND REFINISHED  
BY FACTORY-TRAINED MECHANICS

## 495<sup>00</sup>

**GUARANTEED ORIGINAL FACTORY REBUILT SLOT MACHINES**  
**NEW DRILL-PROOF CABINETS, KNEE ACTION, SINGLE JACK-POT, ETC.**

GOLD CHROME 5c  
GOLD CHROME 10c  
GOLD CHROME 25c

BROWN FRONT 5c  
BROWN FRONT 10c  
BROWN FRONT 25c

BLUE FRONT 5c  
BLUE FRONT 10c  
BLUE FRONT 25c

MELON BELLS 5c  
MELON BELLS 10c  
MELON BELLS 25c

ALL FACTORY REBUILT MACHINES SOLD ON A MONEY BACK GUARANTEE

### "NEW MULTIPLE DUO BELL"

THE NEW DUO BELL CONSOLE CONVERTED FROM BALLY CLUB BELL TO TWIN MULTIPLE 4-5c AND 4-5c FREE-PLAY ONLY. ANY COMBINATION PLAY DESIRED 5c-5c, 5c-25c, 25c-25c. MODERNIZED STREAMLINED CABINET. 100% MECHANICALLY RIGHT. IN STOCK FOR IMMEDIATE DELIVERY. PRICE \$650.00.

### RECONDITIONED CONSOLES

Evans Bangtails Late, D.D.J.P. .... \$345.00  
Evans Dominoes, Late, D.D.J.P. .... 335.00  
Evans Lucky Lucre, 3-5c, 2-25c .... 395.00  
Evans Lucky Lucre, 5-5c, Two Tone .... 295.00  
Evans Lucky Lucre, 5-5c, Walnut .... 249.50  
Evans Rolletto Jr., Walnut .... 249.50  
Watling Big Game, P.O. .... 93.50  
Evans Lucky Stars, late .... 169.50  
Evans Dominoes, walnut .... 249.50  
New Mills 4-Bell Cabinets .... 39.50

Jennings Silver Moon, F.P., P.O. .... \$199.50  
Jennings Silver Moon P.O. .... 139.50  
Baker Pacers, Daily Double, 5c .... 299.50  
Baker Pacers Daily Double 25c .... 295.00  
Watling Big Game F.P. .... 93.50  
Mills Jumbo Free Play .... 99.50  
Jennings Fast Time, F.P. .... 99.50  
Pace Saratogas (Comb. F.P., P.O.) .. 189.50  
Bally Club Bells, F.P., P.O. .... 288.50

Bally Roll 'Em, Late, P.O. .... \$189.50  
Bally Sun Rays, Late, F.P. .... 179.50  
Bally Big Top, Late, F.P. .... 119.50  
Pace Saratogas, Late Models .... 124.50  
Pace Reels, Late Models .... 124.50  
Pace Reels, 10c .... 169.50  
Bally Hi Hands, late .... 195.00  
Jennings Silver Moon, F.P. .... 124.50  
Jennings Bobtail, F.P. .... 124.50  
Jennings Bobtail, F.P. 25c .... 199.50

Late Mills Jumbo Parades, P.O., High  
Heads, Refinished and Rebuilt Like New  
\$149.50

Late Mills Jumbo Parades, Combination  
F.P., P.O., Completely Rebuilt  
\$213.75

Late Model Jumbo Parades, New Head,  
Free Play, Rebuilt and Refinished Like  
New \$139.50

### PANORAM AND SOLO-VUE

COMPLETELY RECONDITIONED, REBUILT AND  
REFINISHED LIKE NEW, IMMEDIATE DELIVERY  
\$395.00

### PANORAM AND SOLO-VUE FILMS

(Approved by L. A. Censors)  
LARGE STOCK OF NEW RELEASES  
WRITE FOR LISTS AND NEW LOW PRICES

### NEW AND RECONDITIONED ARCADE EQUIPMENT

New Zingo .... \$375.00  
New Whee Gee Mystic .... 225.00  
Tail Gunner .... 225.00  
Exhibit Practice Punching Bag .... 225.00  
Exhibit Striking Clock Grip .... 109.50  
Exhibit Hi Ball .... 89.50  
Western Baseball .... 124.50

New Liberator .... \$295.00  
New Pitch 'Em and Catch 'Em .... 225.00  
Seeburg Jap Conversion .... 168.50  
Seeburg Shoot-the-Chute .... 168.50  
Bally Rapid Fire .... 168.50  
Kicker and Katcher .... 19.50  
Gottlieb Skee-Ballete .... 89.50

New Selectoscope .... \$249.50  
New Victory Play Pool .... 225.00  
Keeney Submarines .... 189.50  
Jennings Barrel Roll .... 149.50  
Evans Play Ball .... 167.50  
Genco Play Ball .... 189.50  
Chicago Coin Hockey .... 239.50

Buckley Chrome, Ill. Boxes .... \$22.50  
Rock-Ola Bar Boxes, 5-10-25c .... 49.50  
Rock-Ola Wall, D.C. or A.C. .... 19.50  
Rock-Ola Wall, 5c-10c-25c .... 49.50

Wurlitzer Twin 12 Hide-a-Ways  
in Cabinets with adaptors.  
Guaranteed All Reconditioned \$225.00  
Wurlitzer 24s, with Adaptors .... 295.00

Zephyr Speaker Cabinets .... \$16.50  
Leatherette Speaker Cabinets .... 7.50  
Badger Walnut Speaker Cabinets .. 7.50  
12-in. P.M. Speakers .... 9.75

Replacement Plastic for All Model  
Phonographs. Write.

New Fiber Gears for Mills Jumbos and  
Mills 1-2-3  
Price \$5.00 Each

Replacement Glass for All Model  
Consoles and Arcade Machines.  
Write

AM Prices F.O.B. Los Angeles.  
**BADGER SALES CO.**  
1612 WEST PICO BLVD.  
LOS ANGELES 15, CALIF.  
ALL PHONES: DR. 4326

Write Milwaukee for Special Price Quotations.  
**BADGER NOVELTY CO.**  
2546 NORTH 30TH STREET  
MILWAUKEE 10, WISCONSIN  
ALL PHONES: KIL. 3030

COIN  
MACHINE  
REVIEW

15  
FOR  
JULY  
1945



# Your Veteran Rehiring Obligations Under the Law

**EDITOR'S NOTE:** This is the second of two articles on the all-important subject of Veteran Rehiring. Principles in the Coin Machine Industry should familiarize themselves with their definite obligations under the law. The material presented was prepared for THE REVIEW by the Research Institute of America, a unique organization which functions as liaison between government and industry, rendering advice and counsel to its more than 30,000 members among professional and business firms and government agencies and bureaus.

**Are Probationers Temporary?** New York State's Director of Selective Service, Colonel Arthur V. McDermott, has declared that a worker on probation is a "temporary" employee, not entitled to re-employment rights. Under the terms of many collective bargaining contracts, an employee may be probationary anywhere from 30 days to 6 months. During that time he acquires no seniority status.

**Observation:** The United States Civil Service Commission has ruled otherwise on probationaries in federal employment.

They are considered permanent employees and will be restored to their former positions on the pre-existing probationary basis.

**Is Veteran "Still Qualified to Perform Former Duties?"** Although the law says that a veteran need not be rehired if he is no longer qualified to do his old job, this provision will be construed very liberally in favor of the returning serviceman. Selective Service has clearly indicated that a refusal to rehire will be justified only where the veteran is suffering from such mental or physical disabilities as would make it impossible for him to perform his former duties - - - for instance, a linotype operator who has lost his hands.

Note, however, that if the use of artificial devices would make it possible for the veteran to do his old work he cannot be considered "unqualified". Nor can an employer refuse to rehire a veteran on the

ground that he has lost his skill, or is not familiar with new developments, methods or procedures that are now used in connection with the job. In such situations the employer will be expected to provide whatever training or education is necessary to fit the veteran fully for his former job. This is considered by Selective Service to be a definite part of the employer's rehiring obligations.

As one court put it: "Men and women returning from military service find themselves, in countless cases, in competition for jobs with persons who have been filling them in their absence. Handicapped as they are bound to be by prolonged absence, such competition is not part of a fair and just system, and the intention was to eliminate it as far as reasonably possible."

**Observation:** Whether or not a veteran is "still qualified" is not to be determined on the basis of higher or more rigorous standards than existed before he left his job. Furthermore, he is not supposed to meet standards which the employer may decide to set for others with no reemployment rights. Where a position has been ungraded to such an extent that it is beyond the veteran's skill even after a refresher or retraining course, he is still entitled to a job comparable in skill and equal in seniority, status and pay to that which he vacated.

**When Do the 90 Days of Grace Begin?** Last December Congress extended from 40 to 90 days the time within which the veteran must apply for reinstatement under the law. This 90-day period begins with the date of the veteran's receipt of his discharge papers, or the date of his release from hospitalization, unless hospitalization continues for more than one year after discharge.

Generally, the veteran must not only apply for his former post within the 90-day interval, but must also be able, ready, and willing to commence work at the expiration of that period. Selective Service holds that the veteran will lose his reemployment rights if he fails actually to report for work until after 90 days have elapsed, despite the fact that he may have applied for reinstatement within the time limit.

**Observation:** You may, of course, rehire a veteran who has not taken the steps required by law; but in that case you lose certain of the protections the law grants employers. For instance, the reinstatement of a veteran may necessitate the discharge of another worker who is covered by a union contract. If the veteran has been rehired in accordance with the Selective Service Act, that law protects you against any legal action on the union contract. You would be open to such action, however, if the veteran were rehired outside the framework of the Act.

Where an employer on his own volition

COIN  
MACHINE  
REVIEW

16

FOR  
JULY  
1945

## FLAT-TOP

THE MOST  
SENSATIONAL  
REVAMP

WILL  
OUTEARN  
ANY 5-BALL  
GAME!

NOW

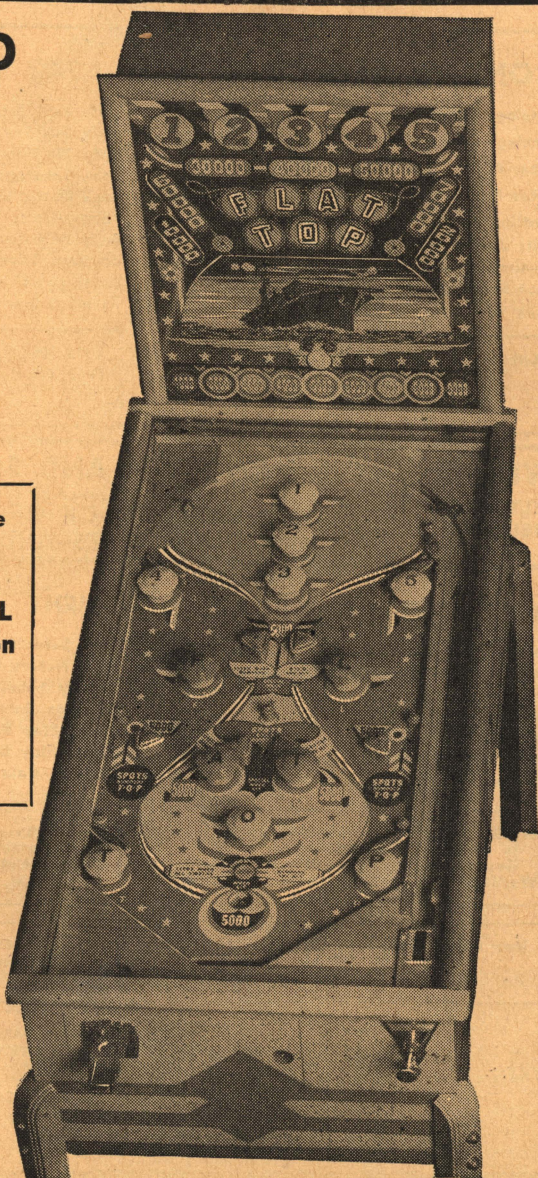
3 More Games Can Be  
Converted to  
Flat-Top:

MYSTIC—CRYSTAL  
PURSUIT in addition  
to ATTENTION  
SILVER SKATES  
MASCOT  
AIR FORCE

Order Direct or from  
Your Distributor

**WILLIAMS**  
MANUFACTURING  
COMPANY

161 W. Huron St.  
Chicago 10, Ill.



If You Need  
**SLOTS**  
and CONSOLES

— SEE —

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico Los Angeles 15



rehires a veteran who failed to apply for reemployment until after the expiration of the 90-day grace period, the veteran is not entitled to the added benefits conferred by the Act in relation to seniority, status, and pay. There is nothing to prevent the employer from voluntarily agreeing to furnish such benefits.

**Recommendation:** On a serviceman's request the Adjutant General's office will notify his former employer of the exact date of his impending discharge. This optional service may soon be made mandatory. In the meantime, you will find it a great help in planning your personnel program to suggest that every former employee now in uniform ask the Adjutant General's office to give you advance notice of his release.

**Postponing Resumption of Work.** In some cases it may be advantageous to both the company and the veteran to delay the beginning of his reemployment. For instance, the added time might give you an opportunity to find a spot for an employee the veteran will displace. A useful device to accomplish this purpose is to hire the veteran for a specified time within the grace period, and then permit him to take a vacation or go away on a leave of absence.

**Recommendation:** Discuss with the person being displaced and with his union representative just why you are delaying the veteran's resumption of work. Point out that you are seeking to serve the best interests of everyone concerned. You will avoid the possibility of misunderstanding and discord if you get them to agree to such arrangements before putting them into operation.

**Veteran Can Insist on Immediate Employment:** The term "immediate" does not mean instantaneous, but it does mean without unnecessary delay. A reasonable lapse of time must be allowed for health examinations or other preliminaries to customary employment, but the convenience of the employer is never an excuse for delaying the veteran's reinstatement.

If a veteran returns while the plant is shut down for reconversion, he must be taken back promptly on reopening of the plant - - - or at least as soon as work in his particular department is going forward.

**Observation:** Under the Army plan which permits men to accumulate furloughs, a serviceman may continue to draw Army pay after he is released from service, but before he is officially discharged. It is possible that veterans in this position will apply for reemployment before their formal discharge. The 90-day period does not begin to run at that time, it starts only on the date of formal discharge.

**Place of Reemployment.** The normal place of reemployment of a veteran is the location at which he was employed when

—TURN PAGE—

**SLOT & VEST POCKET  
REPAIRING and  
REFINISHING**

*All work guaranteed*

— SEE —

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico Los Angeles 15

For Victory... Buy U.S. War Bonds and Stamps



**"E" AWARD**

**with 3 stars**

**NOW FLYING OVER THE HOME OF**

*Bally*

**GAMES AND VENDERS**

**LION MANUFACTURING CORPORATION**

2640 Belmont Avenue • Chicago, Illinois

COIN  
MACHINE  
REVIEW

**17**

FOR  
JULY  
1945

**Now Available - - -  
A GREAT MONEY-MAKER**

**KEENEY 4-WAY**

**SUPER BELLS**

5c - 10c - 25c - 50c PLAY

**\$1050.00**

**SOLD ON 30-DAY MONEY BACK GUARANTEE**

**ABSOLUTELY FOOLPROOF**

**WE HAVE BEEN CONVERTING THIS MACHINE FOR  
THE PAST THREE YEARS WITH TREMENDOUS SUCCESS.  
YOU, TOO, WILL FIND IT TO BE A GREAT  
MONEY-MAKER**

**HARDIN & NICHOLS**

214 S. CALIFORNIA STREET, STOCKTON 14, CALIF.

PHONES: 3-1171 or 3-3253



he entered service, if the employer is still established there. A change of location is a matter for mutual agreement between the employer and the employee. The veteran may not require you to employ him in a different location, nor may you require the veteran to accept employment in a different location, if you are still established at the place of former employment.

But where an employer operates two plants in different localities, one of which has been closed, an ex-employee of the closed plant may claim a job in the one

that is still open.

**Restoration to Former Position.** How much you must pay a rehired veteran depends on whether or not your company operates under a system of fixed rates and regular job grades. If you have such a system, the veteran is entitled to any increases that may have occurred during his absence. Conversely, if the pay has decreased, the veteran is entitled only to the lesser amount.

Note that this applies only where a system of fixed rates and regular job grades is in operation. Where no such procedure

exists these are the rules:

1. Where there has been no change in the pay for the job, the veteran must obviously be given at least the amount he was receiving when he left.

2. Where the pay has increased, the veteran will be entitled to the raise if he would ordinarily have benefited by it had he never left the job for military service. (No special W.B. approval is necessary.)

3. Where W.B. has approved a pay decrease for the job, the veteran comes back at the reduced rate.

**Veteran Not Entitled to Certain Benefits.** Although the general rule requires you to extend to the veteran all the privileges he would have had if he had never left for military service, certain job benefits are not guaranteed to him by law. Thus, if your company inaugurated a life insurance or pension plan while the veteran was away, he cannot claim its benefits retroactively when he returns. So far as such benefits are concerned, the law considers the veteran to have been on a leave of absence from his job.

**Illustration:** Employee F, who has put in five years with the company, is inducted on January 15, 1941, and returns January 15, 1945. A month after his departure, the company installed a pension plan covering all employees with five years or more service. If Employee F had remained on the job he would have been under the plan's protection for the period of his military service. But since he is legally considered to be on leave of absence for purposes of such benefits, they do not accrue to the veteran retroactively.

Thus, if the plan calls for contributions from both employer and employee, the company is under no legal compulsion to allow the veteran to put in his share for the period of his service or to balance such payments by its own contributions, unless it is the company's established policy to make such payments for employees who are on normal leaves of absence. By the same token, if payments to the trust fund under the plan are put in exclusively by the company, it was under no obligation to cover the veteran while he was away.

COIN  
MACHINE  
REVIEW

18

FOR  
JULY  
1945



## WAGON WHEELS CONVERTED FROM (DUPLEX)

WE ARE ALSO REVAMPING  
IDAHO From ZOMBIE

OKLAHOMA  
From LEADER

STREAMLINER  
From STARS

GRAND CANYON  
From DOUBLE PLAY

SANTA FE  
From WEST WIND

ARIZONA  
From  
SUN BEAM

BRAZIL  
From  
DO-RE-MI

You'll Get  
and Hold  
the Play  
With Games  
Revamped  
the UNITED  
Way!

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT—BUY U. S. WAR BONDS

# UNITED MANUFACTURING COMPANY

6125 N. WESTERN AVE. CHICAGO 45, ILL.

## PIN-BALL GLASS

High Quality—3/16" crystal—available  
in all popular pin-ball sizes.

20x42—Case of Nine.....\$13.50  
21x41—Case of Eight.....12.00  
21x43—Case of Eight.....12.00  
23x47—Case of Seven.....13.00

\$5 per case deposit with order, balance  
C. O. D.—F. O. B. Baltimore.

IMMEDIATE DELIVERY.  
ORDERS SHIPPED SAME DAY.

ART. NYBERG

## CALVERT SALES CO.

COIN OPERATED EQUIPMENT  
708 N. Howard St. Baltimore 1, Md.

## OPERATORS!

Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

# Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961

Specialists—Coin Machine Industry

Los Angeles 13, Calif.



The veteran can, however, participate in the plan from the day he is again put on the company's payroll.

**Observation:** Whether or not life insurance and annuity coverage shall be continued for employees in the Armed Forces rests in the discretion of the company. A widespread procedure has been to suspend the annuities and to terminate coverage of disability, accidental death and dismemberment. On the other hand, when the veteran is reinstated all these benefits are usually restored to him.

**Observation:** As part of the drive for greater job security, many unions have begun to ask that retroactive pension plan payments be permitted. This would entitle an eligible returned veteran to pay up "back installments" for the entire period of his absence.

**Observation:** Some companies have pointed out that the payment of premiums on pension or insurance plans necessary to provide the veteran with retroactive benefits can entail unreasonable lump-sum expenditures. In discussing this question with union negotiators, firms have pointed out that such extra outlays will not only disrupt actuarial schedules, but also decrease by that amount the general sum that can be put into wages and salaries.

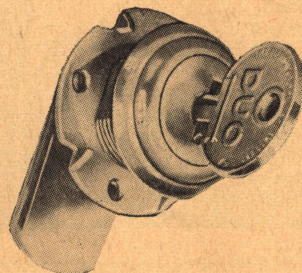
**A Job of "Like Prestige."** Here is an illustration of the kind of problem that may arise from the "like seniority, status, and pay" provision. A veteran was formerly employed as a freight solicitor at \$175 a month. Just before leaving for the Army he had been promoted to this job from the post of rate clerk at a lower salary. Upon his discharge from the Army, the company, since it had no job as freight solicitor, offered him a post as night clerk at a salary of \$200 a month—\$25 a month more than he was making when he left for the Army. He rejected this job on the ground that under the "like seniority" clause he was entitled to a job at least equal to his former post in responsibility. The case has been referred to the U. S. District Attorney's office which in turn will take up the question with the employee's local draft board looking toward an ami-



## IT'S BETTER TO SPECIFY ILLINOIS LOCKS!

You could bury your coin boxes for safety... but it would be hard to stay in business that way. You can team-up *safety and business* by specifying **DUO LOCKS**... look at all the safety features you get!

- Key can't be duplicated on standard key machines
- Triple-combination action of 14 tumblers makes picking virtually impossible
- Floating key guides assure perfect alignment and easy operation
- **and, in addition,** you can get the exclusive **DUO REGISTERED KEY PLAN** which gives you the only key in your territory that will work all locks which have your registered key combination. You need only one key for all your machines... yet you get maximum protection.



Write for complete information.



**ILLINOIS LOCK COMPANY**  
804 South Ada Street Chicago 7, Illinois

COIN  
MACHINE  
REVIEW

19  
FOR  
JULY  
1945

cable settlement. If this fails an appeal will then be made to the courts.

**Observation:** Selective Service, in its Local Board Memorandum 190-A, has specifically stated that "a veteran is entitled to his former position or one of like seniority, status and pay and may refuse

another even though the pay is greater and offers other advantages." If Selective Service interprets its own ruling strictly, the employee can object when the prestige of the job being offered is not equal to that of his old position. This question raises the whole problem of the non-monetary preferences and prerogatives. Many veterans—especially those who have been officers—may want to exchange monetary advance for certain psychological rewards.

The probability is that Selective Service will insist on reinstatement to a job of like prestige. In parallel circumstances, the

TURN PAGE



## AUTOMATIC COIN FOUR-STAR BARGAINS!



I  
R  
V  
I  
N  
G  
A  
N  
D  
O  
S  
C  
A  
R

| ★<br>AEROPOINT<br>Phonograph<br>Needles, 29c ea. | ★<br>STAR WHEELS<br>for Wurlitzer,<br>45c | ★<br>COLUMBIA<br>Gold Award<br>Frt. Reels,<br>\$79.50 | ★<br>5c LIBERTY<br>Token P.O.<br>Counter Game<br>\$14.95 |
|--|---|---|--|
|--|---|---|--|

| CONSOLES                               | SLOTS                                    |
|--|--|
| '38 Tracktime.....\$119.50             | Chrome V.P. Bell.....\$ 69.50            |
| Bakers Races, Daily Double..... 295.00 | Blue & Gold Vest Pocket..... 54.50       |
| Pace Saratoga, Jr., Rails..... 119.50  | Gold Awd. Columbias, late..... 79.50     |
| Mills Spinning Reels..... 119.50       | 5c, 10c, 25c Orig. Bonus Bell..... Write |
| Evans Lucky Lucr..... 169.50           | 5c, 10c, 25c Chrome Bells..... Write     |
|  | 5c, 10c, 25c Copper Chromes..... Write   |
|  | 5c, 10c, 25c Brown Fronts..... Write     |
|  | Stands for Mills Slots..... 22.50        |

UNIVERSAL AMPLIFIERS, Fit Any Make Phonograph.....\$59.50

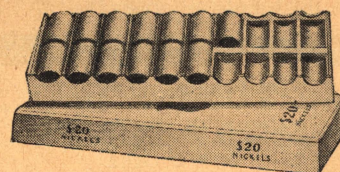
| PARTS! WE HAVE 'EM!                         |   |
|---|---|
| Reel Kicker for Mills Slots.....\$ 3.50     | Club Handles for Mills.....\$ 4.50          |
| Cash Boxes for Mills..... 1.25              | Jackpot Glasses for Mills..... 1.25         |
| Coin Chutes for Mills Vest Pocket..... 3.50 | Reel Glasses for Mills..... .50             |
| SP 1-2-3 Discs for Mills, Set..... 6.95     | Award Cards, 2/5 or 3/5, for Mills..... .25 |
| CH 1-2-3 Discs for Mills, Set..... 6.95     | Pin Game Locks..... .65                     |
| Idle Pinion Gears for Mills, Ea..... 2.50   | Spring Kit (55 Springs) for Mills..... 9.75 |
| Gauge Plates for Bally..... .90             | ABT Free Play Coin Chutes..... 3.75         |

All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed. TERMS: 1/3 Deposit With Order, Balance C. O. D.

**Automatic Coin MACHINES & SUPPLY CO.**  
3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

O  
S  
C  
A  
R  
A  
N  
D  
I  
R  
V  
I  
N  
G

## An Easy, Convenient Way to Store and Handle Coins LONSON COIN BOXES



Strong, durable leatherette covered boxes to hold one hundred dollars in loose or wrapped coins. Neat, compact. Eliminate musty, dirty, germ-laden bags. No typing, no folding, no gumming, no broken packages. Will stand years and years of rough usage.

Write for Circular and Prices

**MILLS SALES COMPANY, Ltd.**  
1640 18th Street, Oakland 7, California



# MILLS SLOTS

NOW AVAILABLE

## ORIGINAL

5¢ - 10¢ - 25¢ PLAY

BROWN . BLUE . GOLD . CHERRY  
FRONTS . FRONTS . CHROMES . BELLS

THOROUGHLY RECONDITIONED

FACTORY REFINISHED

ORDER NOW FOR IMMEDIATE DELIVERY!

**Atlas NOVELTY CO.**  
2200 N. WESTERN AVE., CHICAGO, ILL.

ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT  
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

FRIENDLY  
PERSONAL  
SERVICE

COIN  
MACHINE  
REVIEW

20

FOR  
JULY  
1945

National Labor Relations Board has followed this principle.

**Veteran's Job Guaranteed for One Year.** Once rehired, the veteran cannot be discharged for one year except for good cause. Selective Service has not defined good cause, but certain guides can be indicated. Thus, misconduct on the part of the veteran, if sufficiently grave, would justify dismissal. Here are some of the reasons for justifiable discharge which have been recognized under state unemployment laws and are likely to be followed:

1. Carelessness and negligence in fulfilling duties, particularly where warnings and instructions have been provided by the employer.
2. Flagrant disregard of instructions or orders.
3. Negligence of such a degree that it can result in damage to the employer's property or the life of fellow employees.
4. Absence without excuse or permission.
5. Repeated tardiness, particularly after being warned that further offenses would cause discharge.

6. Drinking at work or being intoxicated while at work.

7. Insubordination, such as unjustified insolence, discourtesy, use of profane or abusive language, or threatening, or doing physical harm.

8. Refusal to obey orders or to perform duties which are part of the employee's regular work.

9. Continued violation of work rules or practices which are reasonable in nature, particularly after warnings.

10. Dishonesty.

**Recommendation:** This list is useful only as a rough guide; it should not be taken too literally. Greater leniency should be shown the veteran than would normally be accorded other employees, particularly in the period when he is readjusting to civilian life. For example, the use of profanity and minor acts of insubordination

are to be expected from men who have suffered the shock of war. Of course, Selective Service will not insist on the retention of a man who embezzles company funds, but it will not be likely to consider trivial offenses as sufficient justification for terminating the employment. Reemployment officials are certain to compare an employer's treatment of veterans with the attitude taken toward non-veterans guilty of similar misconduct.

**WLB and Enlargement of Veteran's Rights.** In union contract negotiations, labor leaders are insisting on the grant of greater rights to veterans than are given by statute. Note that the inclusion of such a provision in the contract gives rights to your non-union employees who were inducted, as well as to union members. The Supreme Court has declared that majority unions must bargain for all the workers, without discrimination against non-members, in matters of wages and working conditions. Thus, union seniority provisions give seniority rights to non-members too.

Union demands on veterans' privileges have already been frequent. In many instances, the War Labor Board has been asked to settle the issues. Although the policy has not been consistent, the trend is clearly toward enlarging servicemen's rehiring rights.

1. One common demand, before amendment of the Act to allow a 90-day period for reapplication, was for the enlargement of the reapplication interval. WLB has always approved such provisions. It is not likely that unions will ask for more than 90 days in the future; in the past they were content with 60 days.

2. WLB has okayed union demands for contract clauses providing that veterans whose disabilities prevent them from carrying on their regular jobs be assigned to occupations requiring relatively little physical exertion, if available. Disagreements

Coin Operated Machines of All  
Kinds for Locations on Commission  
Basis

## Brill Amusement Company

Statewide Operators of the "Photo-  
matic" Photo Machines

311 No. Reno St.

Los Angeles 26, Calif.

Phones DRexel 5831—Hillside 9211

At Your Service

TONY BRILL JACK MORGAN  
HAROLD BERMAN

## TUNG-SOL LIGHT BULBS

FOR GAMES

— All Sizes —

44, 46, 50, 51, 55  
1456, 1458, 27V. etc.

Lowest Prices by the Box

Special Prices by the 100

Let Us Fill Your Needs

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico Los Angeles 15

## SPECIAL:

Brand new Rock-Ola 117-volt, 50/60 cycle A.C.  
Turntable Motors. Quantity limited, \$17.50 ea.

### CONSOLES

|                               |          |
|-------------------------------|----------|
| Bally Royal Draw.....         | \$ 75.00 |
| Paces Races, Red Arrow.....   | 100.00   |
| Track Time, Red Head.....     | 45.00    |
| Derby Day, Flat Top.....      | 30.00    |
| 5c Paces Reels, C.P.....      | 125.00   |
| 5c Evans Lucky Star.....      | 125.00   |
| 5c Exhibit Chuck-A-Lette..... | 65.00    |
| Mills 1-2-3 '39 F.P.....      | 39.50    |
| Mills 1-2-3 '41, F.P.....     | 109.50   |
| Bally Gold Cup, F.P.....      | 39.50    |

### ARCADE

|                              |          |
|------------------------------|----------|
| Shoot-Your-Way-to-Tokio..... | \$165.00 |
| Bally Rapid Fire.....        | 175.00   |

|                            |        |
|----------------------------|--------|
| Skyfighter.....            | 225.00 |
| Chicken Sam w/Jap.....     | 119.50 |
| Chicken Sam.....           | 95.00  |
| Bally Bull, clean.....     | 79.50  |
| Shoot the Chutes.....      | 119.50 |
| Kicker & Catcher.....      | 20.00  |
| Watling "500" Scale.....   | 115.00 |
| Watling Guesser Scale..... | 115.00 |

### MISCELLANEOUS

|   |          |
|---|----------|
| 1 Wurlitzer 24, Buckley<br>Adapter..... | \$225.00 |
| 1 Spectravox & Imperial<br>20.....      | 325.00   |
| 1 Rock-Ola Twin 12, Steel               |          |

|  |        |
|--|--------|
| Cabinet.....                               | 149.50 |
| 1 Wurlitzer Twin 12.....                   | 149.50 |
| 1 Keeney Adapter.....                      | 50.00  |
| 3 Rock-Ola Organ Tone<br>Column.....@      | 50.00  |
| 2 Wurlitzer #145<br>Stepper.....@          | 35.00  |
| 2 25c Jennings Golf Ball<br>Vander.....@   | 69.50  |
| 7 5c Mills Gooseneck, 2/4,<br>D.J.P.....@  | 30.00  |
| 1 25c Mills Gooseneck,<br>2/4, D.J.P.....@ | 45.00  |
| 4 5c Caille, 3/5, Club<br>Handle.....@     | 59.50  |

SPECIAL: Brand new 50c Watling Rol-A-Top, 2/4 Pay.....\$300.00  
Write for prices on Williams Flat Top, Zingo, P & S Revamps, Marvel's Baseball

## KING PIN GAMES COMPANY

826 Mills Street

J. R. "Pete" Pieters

Kalamazoo 21, Michigan



# BRAND NEW MACHINES IN ORIGINAL CRATES

|   | Single Mach. | Entire Lot  |                                     | Single Mach. | Entire Lot |
|---|--------------|-------------|-------------------------------------|--------------|------------|
| 1 5c Copper Chrome, S#471413.....           | \$350.00     |             | 1 5c Gold Chrome, S#472830.....     | 350.00       |            |
| 2 10c Copper Chrome, S#470932, 469802 ..... | 375.00       |             | 35 5c Brown Fronts, S#466164 up.... | 325.00       | 10,500.00  |
| 13 25c Copper Chrome S#470171 up            | 425.00       | \$ 5,200.00 | 4 10c Brown Fronts, S#479569 up.... | 350.00       | 1,200.00   |

## MACHINES USED IN PRIVATE CLUBS

|                                    | Single Mach. | Entire Lot  |   | Single Mach. | Entire Lot |
|------------------------------------|--------------|-------------|---|--------------|------------|
| 10 5c Gold Chrome, S#470596 up.... | \$285.00     | \$ 2,600.00 | 2 10c Original Chrome, S#449113, 460018 ..... | 300.00       | 570.00     |
| 3 10c Gold Chrome, S#480210 up.... | 300.00       | 825.00      | 1 25c Original Chrome, S#465110....           | 325.00       |            |

## NEW MACHINES

(Assembled outside Mills factory, have had these machines two years, never unpacked, never used, all new parts, castings and cabinets)

|   | Single Mach. | Entire Lot  |                                     | Single Mach. | Entire Lot |
|---|--------------|-------------|-------------------------------------|--------------|------------|
| 10 5c Brown Fronts, S#431401 up....         | \$275.00     | \$ 2,500.00 | 4 25c Brown Fronts, S#450291 up.... | 300.00       | 1,160.00   |
| 2 10c Brown Fronts, S#443072, 4502015 ..... | 290.00       |             | 6 5c Gold Chrome, S#470568 up....   | 300.00       | 1,650.00   |
|   |              |             | 5 5c Console, S#440202 up.....      | 325.00       | 1,500.00   |

## USED AND RECONDITIONED

|   | Single Mach. | Entire Lot  |  | Single Mach. | Entire Lot |
|---|--------------|-------------|--|--------------|------------|
| 15 5c Blue Fronts, S#395366 up.....                 | \$175.00     | \$ 2,250.00 | 1 5c Gooseneck, no JP.....                       | 30.00        |            |
| 10 5c Gold Chrome, S#441139 up....                  | 250.00       | 2,250.00    | 1 1c Mills Gooseneck, single JP.....             | 30.00        |            |
| 28 5c Brown Fronts, S#407943 up....                 | 225.00       | 5,600.00    | 5 Jumbo Parades Free Play.....                   | 60.00        | 260.00     |
| 2 5c Gooseneck Front Vendors, S#166488, 155672..... | 35.00        |             | 1 25c Paces Races Red Arrow Perfect, S#6182..... | 260.00       |            |
| 6 10c Brown Fronts, S#426160 up....                 | 240.00       | 1,350.00    | 1 Baker Pacer GA S#6661.....                     | 210.00       |            |
| 5 25c Brown Fronts, S#445789 up....                 | 275.00       | 1,250.00    | 1 Exhibit Jockey Club.....                       | 55.00        |            |
| 7 25c Blue Fronts, S#343703 up.....                 | 250.00       | 1,575.00    | 1 Keeney Fortune Free Play or Cash               | 199.50       |            |

The above machines are offered subject to prior sales, and offered as singles and in lots. Wire us full cash for your needs, as your money will be promptly refunded if the machines you order have been sold.

## MOSELEY VENDING MACHINE EXCHANGE, INC.

00 BROAD STREET, RICHMOND, VIRGINIA

DAY PHONE 3-4511, NIGHT 5-5328

COIN  
MACHINE  
REVIEW

21

FOR  
JULY  
1945

between management and union as to the existence of such work are to be settled through the usual grievance machinery. (Columbia Machinery and Engineering Assn., Cleveland RWLB Case No. 111-7191-D (r-D-750), August 22, 1944.)

**Observation:** Note, however, that the same Regional Board refused a company request that the operation of the union shop be suspended so far as the hiring or rehiring of veterans was concerned. This is in line with the National Board's established policy that nothing will be done to undermine the security of the union which has achieved a good record in terms of responsibility, cooperation with the war agencies, and observance of the no-strike pledge. (Ohio Falls Die and Finishing Works, Cleveland RWLB, Case No. 5-HO-493 (111-4740-HO), April 28, 1944.) This principle does not apply if the union got its union security provision after the veteran was inducted. In that case he must be rehired even if he refuses to join the union.

The foregoing two articles set forth the principle points of the reemployment program and your responsibilities under the law. Only phases of the Act that might pertain to the Coin Machine Industry have been treated and it is hoped an intelligent study of the material will alleviate difficulties certain to project themselves in rehiring our returning service men and women.

## New Games Will Have 1945 Sparkle

CHICAGO—The first new pin game to be shipped after necessary materials are available and other production handicaps surmounted will be a species all by themselves, says Harry E. Williams, president of Williams Manufacturing Co., Chicago. "Our first new pin game is ready and waiting," Williams announced, "new tools are just being finished and the coin machine fraternity is in for a real surprise!"

Williams indicates that great improvements are coming in the design, manufacture and durability of the new games. In the past four or five years he has, in addition to his big war production schedule, worked on games of all the manufacturers and has seen just where they wear out first, how they can be simplified and strengthened. Harry knows what the operator has to contend with and insists that in his new designs he will incorporate refinements aimed at making the operator's work easier, more efficient. Games have been forced to last for the 5 years of the war—but in his opinion, future games should be so designed that they could last 10 to 15 years, or as long as they hold their psychological appeal.

## SALESBOARDS

| Immediate Deliveries<br>25% Deposit |                                      |              |        |  |
|-------------------------------------|--------------------------------------|--------------|--------|--|
| Holes                               | Name                                 | Profit       | Price  |  |
| 1000                                | 5c Double Fin .....                  | Def. \$24.50 | \$ .98 |  |
| 1200                                | 5c Bingo Board .....                 | Def. 20.00   | 1.24   |  |
| 1050                                | 5c Beat the Seven.....               | 27.50        | 1.33   |  |
| 1000                                | 25c Jackpot Charley, Thin.....       | \$ 52.04     | \$1.24 |  |
| 1000                                | 25c J.P. Charley, Semi Th.....       | 52.04        | 1.41   |  |
| 1000                                | 25c J.P. Charley, X Thick.....       | 52.04        | 1.69   |  |
| 1200                                | 25c J.P. Texas Charley.....          | 102.28       | 2.32   |  |
| 1200                                | 25c J.P. Easy Pickins.....           | 101.50       | 2.19   |  |
| 1000                                | 5c J.P. Big Forty.....               | \$24.25      | \$1.79 |  |
| 1000                                | 10c J.P. Ready Money.....            | 50.70        | 1.79   |  |
| 800                                 | 5c J.P. Seven Eleven.....            | 19.75        | 1.85   |  |
| 100                                 | 5c J.P. Home Run.....                | 27.00        | 1.89   |  |
| 1000                                | 5c J.P. Jumbo Tens.....              | 23.70        | 1.89   |  |
| 1800                                | 5c J.P. Lulu, X Thick.....           | \$33.75      | \$2.98 |  |
| 1664                                | 5c J.P. Victory Bell.....            | 46.55        | 3.74   |  |
| 2400                                | 10c J.P. Barrel.....                 | 92.65        | 3.49   |  |
| 2170                                | 5c Tab Rd.-Wh.-Bl. Tickets.....      | \$36.00      | \$1.35 |  |
| 120                                 | Baseball Ticket Books, Am., Nat. Dz. | 1.89         |        |  |
| 120                                 | Tip Ticket Books.....                | Dz. 1.89     |        |  |

WORLD'S BEST BOARDS, TICKETS, CARDS  
**DELUXE SALES CO.**  
BLUE EARTH, MINN.

Information

FREE!

Write **MILLS NOVELTY COMPANY** 4100 Fullerton Avenue  
Chicago, Illinois, for latest Coin Machine Information



# What's Going on? in the UNITED STATES

**NEW YORK**—George Ponser, of George Ponser and Co., has opened two large skee-ball concessions at Belmar, New Jersey. One installation consists of 50 machines.

**EAU CLAIRE, Wis.**—John McMahon, former local operator, is recuperating in the army hospital in Leavenworth, Kansas, following a hernia operation and hopes to return home for a furlough shortly.

**INDIANAPOLIS, Ind.**—Frank Banister, of Indiana Automatic Sales Co., will post a guard around his car in the future when servicing his locations. On a recent run thieves broke in and helped themselves to 20 cartons of cigarettes.

**OMAHA, Nebr.**—H. Z. Vending and Sales Co. has purchased the building next to their present quarters and are making plans for extensive expansion in preparation for their post-war activities. Firm is one of the oldest distributing organizations in the state. Bob Wiley, well known coin machine personality in this area and recently honorably discharged from the navy, has been added to the staff as general sales manager.

**PHILADELPHIA**—Mr. and Mrs. Harry Stern, of Major Amusement Co., are the proud parents of a son born on May 20th.

**NEW YORK**—Rowe's bowling team has won 22 of 697 games against other members of the Industrial League of Essex County, New York.

**RICHMOND, Va.**—G. E. Hartley, of the L. M. Kidd Vending Machine Co., is off to Gloucester to take care of the opera-

tion of the Kidd Skating Arena there for the current season.

**CHICAGO**—Roy Bazelon, Monarch Coin prexy, is entertaining his son, Edward, a corporal in the army, who is home for an extended furlough. This is Eddie's first time home in almost a year.

**YOUNGSTOWN, Ohio**—Youngstown Sales has moved to larger and better quarters at 2951 Dearborn.

**NEW YORK**—Herman Siegel, of Apollo Records, is expected back from the West Coast shortly. He has been endeavoring to iron out production and distributing problems for his firm in the far west.

**NEWARK, N. J.**—Herman Perin, of Runyon Sales, is back at home port after disposing of his interests in a music route in Atlantic City.

**PETERSBURG, Va.**—Abe Hirshorn, owner of the local Playland Arcade, has purchased the Congress Hotel in Miami Beach and hopes to establish it as headquarters for vacationing coinmen.

**JUNCTION CITY, Wis.**—Sgt. Jim Blenker who operated here with his brother, Joe, before joining the army, has been home on furlough from his duties with the Army Air Corps Ferry Command.

**DETROIT**—Mrs. Harry Stahl isn't letting the grass grow under her feet this summer. She has taken over the operation of a de luxe arcade at Eastwood Park where her husband is superintendent.

**INDIANAPOLIS, Ind.**—Frank W. Banister is back from a month's vacation in Florida. Louis Grey, serviceman for

Banister's firm, has been inducted into the army. Ruth McDuff, honorably discharged from the WAC's after 33 months' service, takes Grey's place.

**PHILADELPHIA**—About 200 people celebrated May 18th at the official opening of the new offices and showrooms of Rake Coin Machine Exchange, Nat Rake, home on his first army furlough, was on hand to greet his friends.

**RICHMOND, Va.**—L. H. Jenkins has freed himself of his local operations and is now caring for his riding devices with the John H. Marks Shows, on the road.

**MINNEAPOLIS**—Percy Villa, dropped his operations recently to campaign for Third Ward Alderman, was defeated in the May 14th primary. Villa expects to stick to his politics and try again.

**DETROIT**—Harry Weinberger, son of Michael Weinberger, of S & W Coin Machine Exchange, is passing out cigars (in limited quantities, natchery) on the birth of a daughter on May 18th. Harry has purchased the Sportland Arcade on Woodward Ave. from his father and will run the business.

**INDIANAPOLIS, Ind.**—Carlisle Gunn, of D. & C. Novelty Co., is back from Flint, Mich., where he attended funeral services for his mother.

**CHEVIOT, Ohio**—Joe Westerhaus and his Westerhaus Manufacturing Co., are comfortably established in the new offices and factory at 3418 Harrison Ave. Joe intends to devote most of his time to operating his Westerhaus Amusement Co. and Bill Harding has been delegated to take over the office and handle the sales work on the game revamps the firm will offer.

**DETROIT**—Erwin Baldridge has opened a new Arcade at Island Lake north of Detroit for the summer season. He has closed his Woodward Avenue Joyland Arcade.

**BUFFALO**—Word has been received from Staff Sgt. Robert G. Miller in India that his port battalion has been awarded the Meritorious Service Unit Plaque for outstanding work in unloading ships at Calcutta. Miller was formerly with the Iroquois Amusement Co.

**BOSTON**—Ed and Al Ravreby, formerly connected with Owl Mint Machine Co., have opened Associated Amusements, Inc., at 72 Brookline Ave. here.

**MINNEAPOLIS**—C. E. Kopp, recently

COIN  
MACHINE  
REVIEW

22

FOR  
JULY  
1945

## THE MAY-BELL

New and Improved  
SPECIAL

|   |         |
|---|---------|
| 50 Rapid Fire Gun Castings, complete.....ea.                          | \$12.75 |
| 50 ABT Slug Rejectors (Prewar) 25c.....ea.                            | 7.50    |
| 25 ABT Slug Rejectors (Prewar) 5c.....ea.                             | 6.50    |
| 50 Free Play Coin Chutes.....ea.                                      | 2.75    |
| 100 Ball Gauge Castings.....ea.                                       | .75     |
| 15 Rapid Fire and Bally Bull Motors, Forward & Reverse Action.....ea. | 17.50   |
| 20 Complete P.O. Units, Bally Consoles.....ea.                        | 37.50   |
| Rack and Pawl Assemblies for P.O. Units.....set                       | .50     |
| Collection Books .....ea.   | .08     |
| Main P.O. Sides and Tube Holder.....ea.                               | .75     |

Complete Line of Springs

Complete Backboard Glass Service for all Bally Games. Write Us for Parts.

Exclusive Agents For **BALLY** Parts, Service and Repairs  
Service With a Smile

In this our new and larger location we are in a position to serve our many customers promptly and efficiently.

## SAM MAY INDUSTRIES

6355 North Clark Street

Chicago, Ill.

If You Want  
to Buy  
COIN WRAPPERS, COIN  
CHUTES and SUPPLIES  
3, 6, 7½, 10, 15 Amp  
Fuses, etc.  
SEE

**PAUL A. LAYMON**  
DISTRIBUTOR  
1503 West Pico Los Angeles 15



honorably discharged from the navy, is getting ready to re-establish his operations around Detroit Lakes and has been buying equipment in Minneapolis and St. Paul.

**DETROIT**—Archie Gayer, operator of Archie's Playland Arcade, has purchased the Monroe Theatre in partnership with Edward Jacobson, who will manage the house.

**NEW YORK**—Nat Cohen, of Modern Music Co., was in charge of selling \$1,274,000 in bonds at a May 16th rally at the Equality Lodge of the B'nai B'rith. Nat hopes to sell at least three million dollars in bonds to build a ship honoring the late Major General Rose.

## Mississippi

With the end of the war in Europe, coin machine operators throughout this section of Mississippi have enjoyed a great increase in business. Although the curfew is still being given observation in many of the places, business is showing a decided turn for the better, and with the Pacific war going well, it should continue to get like the dreams in the song, "better all the time."

New locations are springing up all over this section and across the Mississippi river in Louisiana, where floodwaters have receded and business is once more back to normal after more than two months of backwater.

The writer has just returned from a survey of the area around Vidalia, Ferriday and Waterproof in Concordia parish, which has been 95% inundated, and he found that the water had left and that residents of the parish were back to their normal life again. Stopping at Perry's Club in Ferriday, we found a number of new slot

*For—*

—a 1c card, or your inquiry, we will place your name on our mailing list.

—before the war we had a 1000-hole 5c Board at 87c that was doing a job as well, or better, as any costing 4 or 5 times that amount. We are promised same again very shortly.

LINE UP WITH A WINNER. THIS AD MAY NOT BE REPEATED!

**JAY WIDES**

**JAY WICO & COMPANY**

Box 271A

Logansport, Indiana

machines operating and of course, the audiophones there and all over the area were operating full-blast. The same situation exists in Mississippi.

Curfew in Natchez is a local law, and was in vogue even before it was introduced as a national measure, and no doubt the 12 o'clock closings will continue at the majority of locations in Natchez and Adams County, for the present.

John Eidt, business and service manager of Eidt's Enterprises, is back on the job after a recent illness. During his absence Bill Eidt, owner of the business, conducted the service work and called on locations, also establishing several new ones.

Staff Sergeant James W. Sheppard, son-in-law of Ham B. Nelson, Natchez operator, accompanied by his wife and baby, recently paid a short visit with Mr. and Mrs. Nelson from their location at the Columbia, South Carolina, air field, where he is stationed. Sgt. Sheppard, who recently won the Soldier's Medal for rescuing several soldiers from a burning plane, states that he has enough points to leave the army, and expects to return here to be associated with his father-in-law in the operation of the F and N Co.

Cpl. Charles Weeks, former repair man, now a ground mechanic working on B-29 superforts at Randolph Field, is home on furlough. He was recently transferred to Randolph Field from Frederick, Oklahoma. Charley says business is really "on the boom" around here and predicts continued growth for the coin machine industry in Mississippi, where he hopes to return and get back into business again as soon as Uncle Sam will release him.

It's a hard nut to crack, this manpower shortage, but the newly established F.A.B. Distributing Co., with headquarters in Jackson, as state distributors for Rudolph Wurlitzer Co., is helping local and state operators to solve the problem. Yes, sir, what with the manpower shortage, it is still hard to get or hold service men. It's no cinch to keep all phonographs in repair and on location, but this Wurlitzer distributor is doing more than his share.

With the establishment of the state agency, his service department is now serving as the service department for all state operators who have lost their repair and serv-

ice men to the armed forces and to war plants. Whether minor adjustments or major repairs, where men are needed, F.A.B.'s manager, E. B. Stewart, is on the ball, doing his level best to keep the Wurlitzers of Mississippi working and earning all the time.

Returning to the machine business after selling out recently is B. O. Moddisette, who has purchased several new machines, slots, pin balls and phonos, and has them on location.

Jake Sanguinetti, of the U. S. Navy, who formerly operated with John McGivaren, was home recently on furlough from Pensacola. Jake is playing shortstop for the Naval Air Base baseball club and has played against such stars as Ted Williams, now an ensign in the Navy, formerly with the Boston Red Sox; Ed Kennedy, of the White Sox of Chicago, and other famous stars before they entered the Navy, and from the box scores, Jake has been hitting and fielding well.

Also here on leave from the armed forces is Chief Joseph Smith, one of the best known service men of the city, who is now located on the West Coast with the U. S. Navy. Joe says he likes the Navy fine, but that he misses all the fellows around the locations and longs to get back.

A party of Memphis operators including Baxter Turnage, Willie Scott and his son, Ensign Ed. Scott, were recent visitors to Natchez, where they formerly resided and operated a business here with Walter

—TURN PAGE

### PHONOGRAPHS

|   |          |
|---|----------|
| Rock-Ola Commandos .....                          | \$575.00 |
| Wurl. Twin 16, Metal Cab.....                     | 150.00   |
| New Seeburg Select-O-Matic Boxes,<br>3-wire ..... | 39.50    |

### ARCADE EQUIPMENT

|                          |          |
|--------------------------|----------|
| Batting Practice .....   | \$115.00 |
| Keeney Submarine .....   | 175.00   |
| Slap the Jap.....        | 119.00   |
| Bally Defender .....     | 185.00   |
| Tommy Gun .....          | 125.00   |
| Chicago Coin Hockey..... | 225.00   |

### RECONDITIONED PIN GAMES

|                         |          |
|-------------------------|----------|
| Stage Door Canteen..... | \$190.00 |
| Shangri-La .....        | 149.50   |
| Sun Valley .....        | 137.50   |
| Air Circus .....        | 129.50   |
| Big Parade .....        | 129.50   |
| Four Aces .....         | 129.50   |
| Knockout .....          | 129.50   |
| Invasion .....          | 124.50   |
| 5-10-20 .....           | 119.50   |
| Genco Defense .....     | 94.50    |
| Genco Victory .....     | 94.50    |
| Home Run, '42.....      | 84.50    |
| Topic .....             | 82.50    |
| Mills Owl .....         | 79.50    |
| Monicker .....          | 79.50    |
| Spot A Card .....       | 79.50    |
| Venus .....             | 79.50    |

Are You on Our Mailing List?

### NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Chicago 14, Ill.  
Phones: BUCKingham 6466-6990

COIN  
MACHINE  
REVIEW

23

FOR  
JULY  
1945

**Improved**  
**5c—10c—25c**  
**SCAVENGERS**  
for  
**Mills Jumbo Parades**  
**and Mills Four Bells**  
**Part #505A, \$3.50 each**  
— SEE —  
**PAUL A. LAYMON**

DISTRIBUTOR  
1503 West Pico Los Angeles 15

### OPERATORS & JOBBERS COAST TO COAST!

IF YOU ARE INTERESTED IN ONE OF THE FASTEST SELLING  
SALES BOARD MERCHANDISE DEALS IN THE COUNTRY,  
SEND FOR FULL PARTICULARS TODAY!

**B. D. LAZAR CO.**

1635 FIFTH AVENUE

(Phone GRant 7818)

PITTSBURGH 19, PA.



## Congratulations!

To the coin machine manufacturers of the country we extend our congratulations. The industry's contribution to the war effort merits the recently granted "O.K." for partial reconversion.

As a leading supplier in this field before the war, may we be counted in on your new plans? Our experience, and familiarity with your normal fastener requirements qualify us as specialists in serving you completely and capably for anything in Standard or Special Threaded Fasteners for the coin and vending machine industry.

We're ready, and well equipped, to help you make the change whenever you say the word.

## Industrial Screw & SUPPLY COMPANY

Steel Balls • Machine Screws • Lock Washers • Set Screws • Leg Bolts • Cap Nuts • Lugs  
Lock Nuts • Carriage Bolts • Leg Bolt Washers • Terminals • Insulations • Wood Screws  
Special Screw Products 104 Page Catalog Available

703 W. Lake St.

DEArborn 7380

Chicago 6, Ill.

Scott, a well known operator of this city. They said the coin machine business was never better in Tennessee, especially around Memphis. They were accompanied by Mrs. Turnage and their three children and by Ensign Scott's wife. The Ensign recently received his wings at Pensacola, and expects to leave soon to go Jap hunting in the Pacific.

Experienced help is still mighty hard to get in and around Natchez. Some men who have been in the service have returned home, among them being Roy Perrault, who has a medical discharge from the army. He is again associated with his father, Frank J. Perrault, in the operation of a shop here.

Natchez and Mississippi operators, as a whole, are not letting the manpower shortage get them behind the 8-ball when it comes to keeping instruments operating

and locations happy, but it's a hard job.

The call of the sandy beaches of Florida, the tropical breezes or something or other was too strong for the veteran repair and service man, George "Shorty" Long. He and Mrs. Long have again gone down Florida way where they are vacationing with their son-in-law and daughter and grandchild. Shorty expects to return soon, so he postcards from the pleasure seeker's paradise of the Ponce De Leon land.

Your scribe has been "under the weather" recently, being confined to bed with an infected foot as the result of sticking a nail in same while getting out of his car at a local garage several weeks ago. The foot is better now, and there's nothing wrong with my hands, so I'm once more tapping out the coin machine news of Mississippi operators, but I'll admit the pain in the foot is the cause of the dearth

of news items this month. However, I'll be back again in August and will try to have some new items of interest for the operators of the old Magnolia state. Until then I'm going to mind my doctor—and take it easy.

Harold M. Case

## Uniform Freight Rates

WASHINGTON—The Interstate Commerce Commission has established parity in basic freight rates, regardless of whether the shipment originates in the South, East or West. The South and West have long contended that they were discriminated against in the basic freight rates.

The Commission ordered, in effect, that as soon as schedules can be prepared, an article moving by railroad freight shall take the same rate classification regardless of where it starts and stops. This applied even to the Far Western States.

## Micon In New Spot

LOS ANGELES—Len Micon has moved the Pacific Coast Distributors to enlarged quarters at 1347 West Washington Boulevard in the quarters formerly occupied by Herb McClellan, who has retired from the business.

New location provides considerably more space for the Micon firm and more equipment will be warehoused in the future. "This move is in keeping with our plans for the post-war years," said Micon, "and located as we are right next door to the Associated Operators of Los Angeles County, we have a location easy to find and convenient to park near."

Schoolboy's definition of the word spine: "It is a long, limber bone. Your head sets on one end and you set on the other."

COIN  
MACHINE  
REVIEW

24

FOR  
JULY  
1945

## HOLD YOUR LOCATIONS WITH WASHBURN SPECIALS

WRITE FOR PRICES

### CONSOLES

Late Head Four Bells  
Old Head Four Bells  
2—1941 Bangtails  
3—5c, 2/25c Lucky Lucre  
2—Four Horsemen  
5c Super Bells  
5c Saratoga—conv.  
5c Saratogas C.P.  
5c Lucky Lucre  
5c Roletto, Jr.  
5c Club House  
5c Paces Reels  
5c Big Game—F.P.

### ONE BALLS

Longacres  
Thorobreds  
Derby '41  
Club Trophies  
Track Records  
Sportsman  
Hawthorne—cash  
Kentucky—cash  
Eureka  
Derby Winner  
Mills 1-2-3  
Handicap

### MISCELLANEOUS

1 ABT 7-Gun Rifle Range—guaranteed like new  
10 Double Slot Cabinets. \$50.00 and \$75.00  
Electric and hand operated Coin Counters  
1 Exercycle (new)

200 reconditioned and overhauled free-play Five Ball Marble Games from \$27.50 up. Write for list and prices.

### SLOT MACHINES

5-10-25-50c Chromes, Glitter Golds, Blue Fronts, Jennings Chiefs, Bonus Bells, Cherry Bells, Futurities, Brown Fronts, War Eagles, Roman Heads, Extraordinaries.

5—10c Q. T.'s  
5c Mills Club Bells Console  
25c Pace Comet Console  
5c Caille Console  
All Types Gooseneck Slots  
3—50c Gooseneck Slots  
5—25c Bally Bell Slot Console

# CHAS. E. WASHBURN COMPANY

1511-1513 West Pico Blvd.

(EX 3404)

Los Angeles 15, California



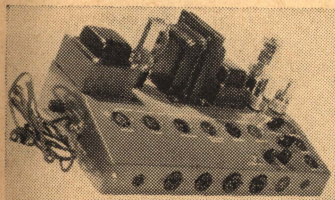
MONTHLY  
SPECIALS

STANDARD BRANDS

MONTHLY  
SPECIALS



DEPENDABLE SUPPLIES, PARTS AND ACCESSORIES



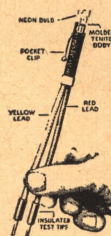
Universal Amplifier, Model B. Fits them all, including Seeburg Hi-Tones. Complete with tubes.....\$74.50



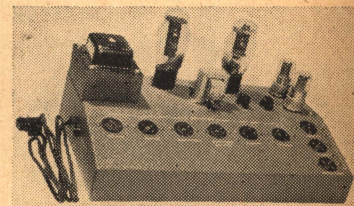
Repair Lite. Lite where you want it. 110 V. AC or DC. With bulb and cord. Fountain Pen size .....\$1.50



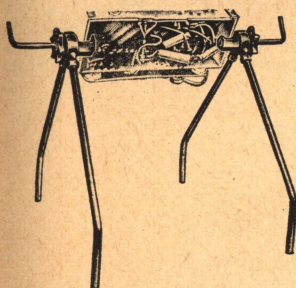
Super-Chief Refinishing Cabinet Repair Kit. Most complete kit of its kind on the market. Kit contains 50 useful items. Nothing else needed. Every operator should have one.....\$14.95



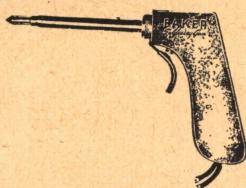
Pocket Electrical Tester. Tests live lines, open circuits, shorts. Locates blown fuses. \$1.00



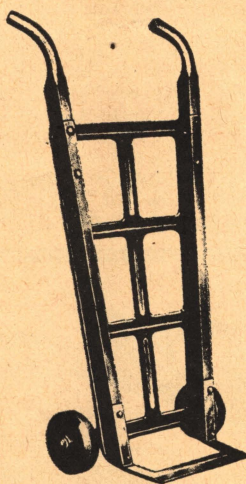
Universal Amplifier, Model A. Fits all models except Seeburg Hi-Tones. Complete with tubes. Save time and expense .....\$54.50



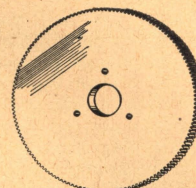
New Amplifier Repair Cradle. Prevents damage to tubes or other parts. Adjustable. Fits all amplifiers. Time saver.....\$5.95



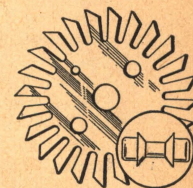
Soldering Gun. Heats instantly by trigger pull. Soldering gun only, \$3.75. Complete with transformer .....\$8.95



Operators Handy Utility Truck. Sturdy wood with pressed-steel construction. Rubber tired wheels. Weight 30 lbs. For all-purpose use.....\$19.95



Genuine fibre main gears for Wurlitzer and Seeburg phonographs. Guaranteed. Price \$4.75



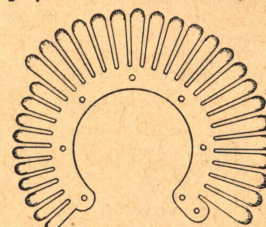
Wurlitzer Rotary Selector Star Wheel & Dumbell Pin. Price \$1.50



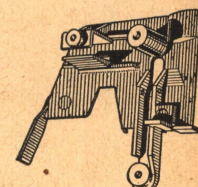
Dura-Heat Electric Soldering Irons. High quality, 100 watts, 14 oz. Underwriters approved.....\$5.95



Kester Solder. Highest quality. Per Lb.....\$1.10



New improved chrome plated wood with pressed-steel construction. Payout Contacts for 4 Bells, 3 Bells and Jumbo Parade. Specify model .....\$1.00



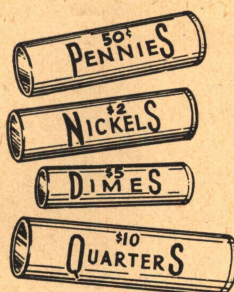
Mills Scavengers #505 for all model Jumbo Parades. Price \$2.95



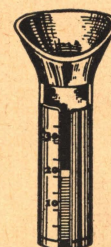
Walsco Super Polish. Removes old dirt and grease. Leaves hard glossy surface.....50c



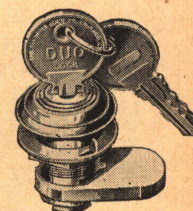
Walsco Four-in-One Polish. Removes scratches, cleans, waxes, polishes, one operation.....50c



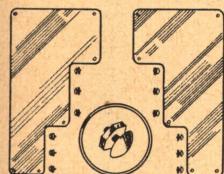
Steel-Strong Tubular Wrappers. 1000 to box—10 boxes to shipping carton. One box, 65c; 10 boxes (1 carton), 60c per box; 30 boxes (3 cartons), 55c per box.



New improved Nickel Coin Counter. Large hopper, polished aluminum. Time saver, 5c .....\$1.25 Combination 1c-5c.....\$1.50



"Duo" Locks for All Phonographs and Games. Specify machine. Standard length barrels.....75c Long length barrels.....85c



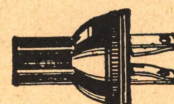
Buckley Box Metal Replacement Sides. Color red, set of two with 12 chrome bolts and nuts.....\$1.50



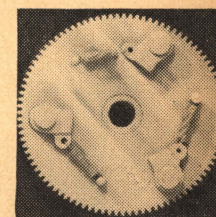
Selector Solenoid Coils for Packard, Buckley, Keeney and Rock-Ola .....\$1.00



Replacement Cord Set. Approved brown parallel wire with rubber plug. 7 1/2 ft.....55c



Rubber Handle Cap. Unbreakable soft rubber plug. Brass Blades. 12c



Mills Main Clock Gears. Complete with dogs and springs, \$3.50. Idler pinion gear.....\$2.50

For Immediate Delivery Order from Your Nearest Office. Write for Complete List of Parts and Supplies.

BADGER SALES COMPANY

1612 WEST PICO BLVD.  
LOS ANGELES 15, CALIF.  
All Phones DR. 4326

BADGER NOVELTY COMPANY

2546 NORTH 30th STREET  
MILWAUKEE 10, WISCONSIN  
All Phones KIL. 3030



# ➡ The TROUBLE SHOOTER ➡

● A Special Service Department intended to aid operators in their maintenance problems under wartime conditions. All material supplied by Jimmie Rutter of Operators' Service, Los Angeles. Address Mr. Rutter in care of THE REVIEW on any problems you may have. There is no charge for this service. ●

## LONG ACRES

**Trouble**—Multiple Lights Come On Without Ball Being Raised.

**Remedy**—The Long Acres game is either a one or five ball game and in some localities the player receives five balls instead of one for the coin played. When the first four balls are shot they go into a slot at the left top of the machine and close a set of switches which makes the game play the fifth ball.

If you are only using one ball you should close these, then the game will multiply every time until you change the setting of the plug in the bottom of the machine. This plug is located at the right front of the bottom and to use the game as a one ball game this plug should be backed up one notch in the holder.

If the ball switch does not close when the ball is shot into the play field the ma-

chine will multiply each time the board is shuffled or will hold the number of multiples up to the fourth multiple after the machine has been hit. Also, if this switch is out of adjustment it will cause the machine to remain on tilt after the machine has once been tilted.

**Trouble**—Difficulties in the Spelling of the Name of Thorobred on the Machine.

**Remedy**—When the machine has either an "L" or an "R" on the back glass and the player has a ball go into the corresponding hole on the board it should advance the name one letter. At the same time it should release a relay in the bank of relays on the shuffle board which automatically pays 4 games of 4 multiplied by whichever multiple is being played. The name unit is located in the back at the left hand side of the shelf.

When the "T" or "R" is hit the solenoid moves the spelling one letter forward and closes a set of points at the top of the unit and causes the relay on the board to be released. When these points do not make contact the machine will add the letter in the name but will not give the player the free games. If these points are closed at all times it has the same effect on your machine as having a closed set of points on the play board. Should your machine automatically give 4 free games, check these points.

After the full name is spelled, the machine should give the player 40 free games. The next shuffle of the board should release the spelled letters and return the machine to the "lights out" position. If the machine releases only one or two letters be sure to check the unit for sprung wiper blades that would hold the unit at a certain letter. This is a common trouble of this unit and the blades should be lubricated to make them return without much effort.

The left or right adjustment plug in the bottom drawer has the control of the frequency or times that the left or right is lit on the back glass. If this plug is adjusted conservatively be sure that your rollover plug is not on the number that comes up with the remaining "L" or "R's" as the player will never get to shoot at these holes and it will reduce the earning power of your machine.

## Jennings Wins Award

CHICAGO—O. D. Jennings & Co. has just been notified by Under Secretary of War Robert P. Patterson that it has won, for the second time, the Army-Navy Production Award for meritorious services on the production front.

Said Patterson: "You have continued to maintain the high standard which you set for yourselves and which won you distinction more than six months ago. You may well be proud of your achievement. The White Star, which the renewal adds to your Army-Navy Production Award flag, is the symbol of appreciation from our Armed Forces for your continued and determined effort and patriotism."

## Ventura License Law

VENTURA, Calif.—This city has passed a new License Ordinance establishing new tax amounts for various types of coin-controlled equipment. Operators of merchandise vending devices are assessed \$4.00 per year for each machine; music operators are pegged at \$100 per year and \$5.00 for each phonograph. Game operators will pay \$100 per year, plus \$6.00 per quarter for each gaming device operated.

## Brown Flies East

LOS ANGELES—Ken Brown, of Coinmatic Distributors, flew East on June 14th for a business conference in New York. Brown expects to be absent from the Coast for about ten days.

COIN  
MACHINE  
REVIEW

26

FOR  
JULY  
1945

# Supreme's "ROCKET BUSTER"



Shoot at a realistically animated, moving target!

Bell, Buzzer and constant Lite-up of backboard gets the attention as hits are scored!

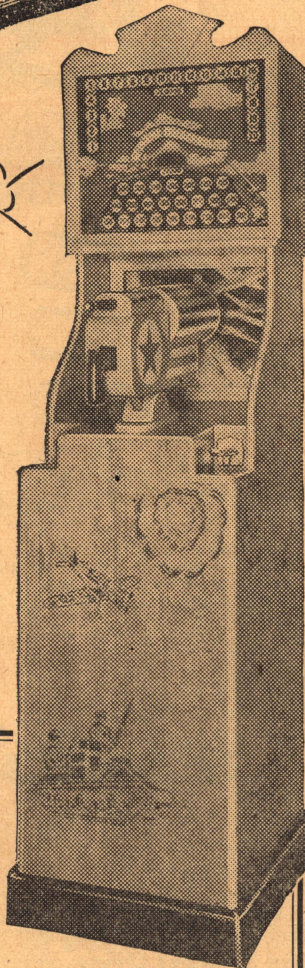
20 Flights for 5¢—Maximum of 15,000 Shots!

Occupies small space—Upright—25" square, 8' tall—Fits Any Location!

Head removable for transportation—simple construction—Fool Proof—Mechanically Perfect!

Cash Box in separate, sealed unit from mechanism!

A REAL MONEY-MAKER!



## SUPREME ENTERPRISES

557 ROGERS AVE.  
BROOKLYN 25, N. Y.

Profit from the World's  
Largest Business

Shipman's Coin-Operated  
Postage Stamp Dispensers

We Have Them in Stock—\$29.50

— SEE —

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico Los Angeles 15





## ANOTHER AMERICAN ACE

Dan Mallette, the genial buyer for American Amusement Company is the fellow who is responsible for getting all the clean original equipment that has been featured in American Amusement Company's ads the past few months. Dan is also responsible for the many fine engineering features found in American Rebuilt Gold Chromes. An experienced coin man with a fine reputation, Dan is well liked by everyone in the coin machine industry.

## ORIGINAL MILLS SLOTS

Over 200 MILLS SLOTS READY for location. All have light, drill-proof cabinet, knee action, etc. Late heads—high serials. These original MILLS SLOTS are clean as a whistle and priced to move fast!

|                           |                                 |
|---------------------------|---------------------------------|
| MILLS 4 BELLS 5c PLAY     | MILLS BLUE FRONTS, SINGLE JACKS |
| MILLS 3 BELLS             | MILLS BLUE FRONTS, DOUBLE JACKS |
| MILLS 4 BELLS 3/5—1/25c   | MILLS CHERRY BELLS              |
| MILLS ORIGINAL CLUB BELLS | MILLS BONUS BELLS               |

**PHONE - WIRE - WRITE FOR PRICES**

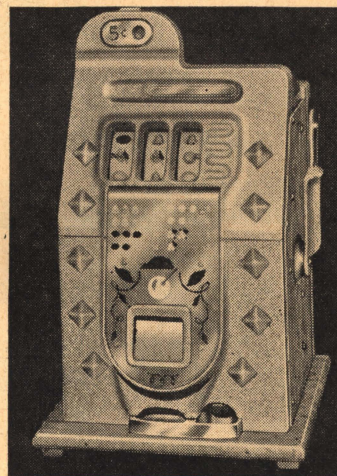
## MILLS GOLD CHROME

REBUILT BY AMERICAN

**LOOK LIKE NEW—WORK LIKE NEW**

The Gold Chrome Bell is Mills' latest machine rebuilt in American Amusement Company's modern plant by factory trained mechanics. The New Light Cabinet, Front and Top castings, Drill Proof Lining and Plated Mechanism are all exclusive features, engineered by American and found only in American Rebuilt Machines. The Gold Chrome 2/5 or 3/5 pay represents the best value on today's market.

**ASK ABOUT OUR SPECIAL DEALS  
ON GOLD CHROME CABINETS**



COIN  
MACHINE  
REVIEW

**27**  
FOR  
JULY  
1945

*American Amusement Co.*

4047 W. FULLERTON AVE., CHICAGO 39, ILL. • BELMONT 0728-0729

**"IF YOU MISS US - YOU MISS MAKING MONEY"**



## Boston

Nathan Buckman, purchasing agent for Standard Candies, Inc., has returned from a one-day convention of the National Confectioners Association in Chicago, held June 7. While there he had the pleasure of renewing the friendship of Joe Pipher, of B. & K., Chicago, Bob Lapiner, of the Minnesota Amusement Co., Minneapolis, and Loyal Haight, of United Theatres, Detroit.

Arthur Fest, of Walter Baker & Co., Inc., recently received a card from Benny Drohan, a vaudeville performer in a USO show overseas. He immediately got in touch with Skippy Dunn of Standard Candies, Inc. Benny and his wife are mutual friends of Arthur and Skippy. The interesting part of the card is that Benny found a bar of Baker's Chocolate in his ration and immediately thought of Arthur.

Jack Ravreby, owner of the Owl Mint Machine Co., Inc., has just returned from a business trip. He says the outlook for future activity is excellent. He is starting

to remodel his place of business accordingly, planning to carry a complete line of parts as well as machines. Jack says that when the work is finished the place will be the show room of New England.

Henry Factoroff, general manager of the Owl Mint Machine Co., Inc., says that business has been very brisk the past month.

Discussing the difficulties encountered in operating candy vending machines under present conditions, Major L. H. Klebenov, part owner and general manager of the Interstate Automatic Candy Corp., who has been a member of the company some fifteen years, said it was impossible to meet the demand for candy. Companies are obliged to operate on a quota all the time. Besides the quota, trucking facilities and the supply of gasoline have been so restricted that deliveries cannot be made so promptly as under normal conditions. The over-all sugar situation is decidedly unfavorable with much less coming from Cuba and much difficulty in securing sugar from the Philippines. Thousands of machines are partially empty during the year. Due to the shortage of help, the personnel is not taking such good care of machines. All in all, it is a hard struggle for the man who operates through vending machines, said Klebenov.

For the last two years, Major Klebenov has been in charge of Procurement for the Government and has been stationed in New York. He recently returned to his former duties.

House Bill 843, the cigarette tax bill, to make the three cent tax permanent, passed the Massachusetts House of Representatives on June 8 and is being sent to the Senate. A minority objection was made, but the bill has the support of the Administration.

The increase in the cigarette supply in

Massachusetts is from 15 to 20 per cent as of June 1, but there is a discriminatory distribution against jobbers and vendors who are non-direct buyers, it is claimed.

Parts for cigarette and candy machines are still fairly difficult to obtain.

The candy situation looks dubious for the future because of the shortage in the sugar supply. A probable cut of from 25 to 45 per cent will be made to candy manufacturers. Candy sales, naturally will be in direct ratio to the supply of sugar.

The National Automatic Merchandisers Association held a regional meeting at the Copley-Plaza Hotel, at which an Eastern Council was formed and Lewis Rismann, of the Mystic Automatic Sales Co., elected the council representative. Nathaniel Leverone, of the Automatic Canteen Co. of America, presided.

C. Frederic Wellington

## Slot in Church?

BOISE, Ida.—People of Idaho have never acquired any special reputation for being tight-fisted. On the other hand, neither have they built a reputation for running wide-open towns. Both might seem to be the case if one judged by an incident reportedly occurring in the state legislature.

It seems that at least one senator favored the legal operation of slot machines and he had the floor and was arguing for adoption of a permissive bill when he was interrupted by a colleague.

"Would you favor having a slot machine in your church?" the fellow-senator asked.

The other man's answer came after only an instant's deliberation. "I'd just as soon. There are some people who couldn't be pried loose from a dime with a crowbar, but they might take a chance on a slot machine!"

## WIPES CREPED WADDING

IDEAL FOR CLEANING GLASS  
AND MIRRORS. JUST THE THING  
FOR OPERATORS.

125, 15x18 Sheets.....50c

— SEE —

**PAUL A. LAYMON**  
DISTRIBUTOR

1503 West Pico Los Angeles 15

COIN  
MACHINE  
REVIEW

28

FOR  
JULY  
1945

## "PULLING POWER" for GREATER PROFITS!



Greatest  
Artists  
of Our Times



Big "Name" Bands

**Soundies**  
MUSICAL  
MOVIES

"Top" Singers & Dancers



Outstanding  
"Hit" Tunes



Prepare now for Post-War's increased revenue with these thrilling 16mm, coin-operated films. 3 minute running time.

**SOUNDIES DISTRIBUTING CORP., OF AMERICA, INC.**

209 W. Jackson Blvd

•

Chicago 6, Illinois



# AUTOMATIC MUSIC



● Part of the column this month is being written from Kansas City, Indianapolis, and way points. Fact of the matter is I picked this time to take care of a few important matters in various parts of the country for it seemed a good time to get away from my office for a few days. I was getting a little bit weary from trying to think of good sound answers on when deliveries may be expected on new phonograph equipment and if John Jones could have the first carload or lot. Ever since May 16th when the WLB lifted the ban on manufacturing coin-controlled equipment the wires have been hot with operators in all parts of the nation clamoring for information on deliveries. The same holds true with every factory in the East and a number have already sent out wires to their jobbers and distributors to caution them on an early expectance of new devices. It will take a little time to get back into production and help will be a problem for some little time.

I do not see any equipment until 1946. Giving the manufacturers the "go ahead" if they can get materials, and if it doesn't interfere with the war effort, is like giving

(See SIMMONS SAYS, Page 32)

## Advertising Nods to Auto. Music And Admits Its Potent Force

SAN FRANCISCO—Placing an automatic phonograph in every worthwhile dining, drinking and dancing establishment in the Bay Area apparently wasn't enough for the enterprising gentlemen of the Coin Chute and now the lads are invading the advertising field and piping their tunes into grocery outlets and injecting sly hints on what's good for Mr. and Mrs. Average Shopper to tuck in his or her shopping bag.

Such is the deduction made by *Western Advertising*, the magazine of Western Business, in commenting on the recent installations wherein two San Francisco firms are running wires into markets for music and advertising. This "point of sale" advertising vies with dealer displays and no singing commercials (a point which won instant applause) are permitted over the system.

For the benefit of the record, THE REVIEW has secured permission to reprint the article which appears in the current issue of the above publication. The firms actively engaged in this new field are the Clark Distributing Co., operating through a subsidiary firm; and the E. T. Mape Music Co. The article is reprinted below exactly as it appeared, without any changes in the copyrighted yarn:

"There is an old adage that nothing is new under the sun, but recently a group of San Francisco men with varied business interests put a new angle into an old business. This group at the present time prefers to remain anonymous, but almost

any morning some of the trio may be found in Manning's Coffee House on lower Market Street expanding on the merits of their "system," which has local advertising circles sitting up and taking notice.

"This 'system' is the Suggestone Advertising System and Suggestone actually does what the name implies. It suggests certain products to housewives when they are in a store doing their daily shopping. This is accomplished by the old juke box telephone method with some major innovations. From their studios on Valencia Street, San Francisco, the company sends music and commercials into fifty leading food stores in San Francisco. But before we get involved in the technical end of the business let's go back and see how the whole thing started.

"The story begins over a year ago with a group of men having dinner together. Among those present were an attorney, the owner of a wired music business, a representative for a major radio network and a sales manager for a national food manufacturer. During the evening all sorts of conversation took place, but it mainly covered the post-war future of various enterprises. In the course of conversation the talk drifted to food products and the different kinds of advertising used to promote them. The ultimate possibilities of radio, newspapers and outdoor-boards were speculated upon. All agreed that if some manner of advertising food products could be devised to bring the sales message to the

TURN PAGE

COIN  
MACHINE  
REVIEW

29

FOR  
JULY  
1945

## CALIFORNIA MUSIC OPERATORS ASSOCIATION

### Officers

GEO. A. MILLER  
State President and  
Business Manager

L. H. STRICKLER  
Vice President

WM. A. MALICK  
Secretary-Treasurer

LOUISE T. GYGAX  
Office Secretary-Treasurer

### Board of Directors:

C. G. SILLA  
Chairman

H. V. MUNSON

C. L. SPEAR

GEORGE DELACRUZ

J. K. THOMPSON

California Music Operators Association

Membership Is Successful

Operating Insurance

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, President

128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA



## 6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7  
110—5Z3 to 5U4G  
125—80 to 5T4, 5V4G, 5Y3 or 5Z4  
126—83 to 5U4G or 5X4  
\$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)  
210—2A4G to 2051 (Remote Music)  
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)  
\$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

## HERMITAGE MUSIC COMPANY

416A BROAD ST.

NASHVILLE 3, TENN.

customer while actually in the process of buying, it would revolutionize point of purchase merchandising in that field.

"An idea was born at this dinner. The owner of the wired music business offered to conduct experiments and ascertain if a direct wire contact could be established to food markets in the city. He found that this was possible. Then came the important point of finding a suitable market to be used as an experiment. Here's where the sales manager for the national food products came in. Through his contacts with the various retail food distributors, he arranged for several stores to be wired for the experiment. Money was raised. A studio was constructed, in all outward respects similar to a small radio station. An announcer was hired to turn the records and come in from time to time with public service announcements. Speakers were constructed and strategically placed throughout the stores, so that it was possible for the listener to hear the music from any section. All equipment during this forma-

tive stage was constantly perfected to bring out the best quality of music and announcements. Soon the stage was reached where Suggestone was far ahead of the nickel in the slot music boxes, and store customers were buying their groceries to the tune of Strauss waltzes and 'Beat Me, Daddy, Eight to the Bar.' During a month's test period, the comments from customers, store owners and clerks were such that it warranted approaching additional stores. The sales manager at this time began to devote his entire efforts to the new enterprise. Locations were selected for size, coverage and owner cooperation. Equipment was built to reach fifty markets and almost overnight there were more stores asking for the service than could be supplied.

"During this period competition loomed on the scene. New, similar advertising systems were established. The largest of these was the Mapes Company, San Francisco. Suggestone and the Mapes Company worked out an agreement whereby the former would take over the stores already es-

tablished.

"The next step was the issuance of a rate card. The operators of Suggestone took cognizance of the fact that they would be competing mostly with dealer displays. Their most important selling job was to convince manufacturers and their advertising agencies of the value their system had in point of purchase advertising. Most of those who were approached showed interest in the new medium. Accounts were established. And today from 10:00 a. m. until 6:00 p. m. music and straight commercials (no singing commercials or jingles are accepted) can be heard in food centers from Twin Peaks to the Embarcadero, with present plans calling for new stores to be added as soon as equipment is available.

"How this new medium will develop is today an interesting speculation, but then, the anonymous group that founded Suggestone are interesting people."

\* \* \*

Slogan of the K9 Corps: To your posts!

COIN  
MACHINE  
REVIEW

30

FOR  
JULY  
1945

## FINANCING for Music Operators

When you want to finance equipment or take over a route, bring your problems to Morris Plan.

We have the financing experience and *know-how* that gets things done —in a hurry!

## MORRIS PLAN

Resources over \$8,500,000  
San Francisco—711 Market  
Oakland—1763 Broadway

## Special! CONDENSERS

S-50 ASSORTMENT

Consists of 50 tubular condensers of the most popular capacities in proportions as required for average service work. Use these condensers to replace either 200, 400, or 600 WV. condensers.

|                        |                         |
|------------------------|-------------------------|
| 4 each .5 MFD 600 WV.  | 10 each .05 MFD 600 WV. |
| 4 each .25 MFD 600 WV. | 6 each .02 MFD 600 WV.  |
| 18 each .1 MFD 600 WV. | 8 each .01 MFD 600 WV.  |

Complete Assortment of 50.....\$10.00

## Dry Electrolytic Condensers

Aluminum Can Units

|                                 |        |
|---------------------------------|--------|
| 8 MFD. 450 WV. 1 3/8" x 4 3/8"  | \$1.17 |
| 16 MFD. 450 WV. 1 3/8" x 4 3/8" | 1.71   |
| 8 MFD. 600 WV. 1 3/8" x 4 1/2"  | 2.83   |
| 16 MFD. 600 WV. 1 1/2" x 4 1/2" | 3.78   |

6SC7 TUBES.....\$ .88

New Tubes in Original Cartons. Immediate Delivery

Send for our latest price list of Tubes and Parts.

## ALLIED ELECTRONICS COMPANY

67 WEST 44th STREET

NEW YORK 18, N.Y.

(PHONE: MURRAY HILL 2-0755)

TERMS: 1/3 Deposit  
on All C.O.D. Orders



# Did You Know:

- ✓ ROCK-OLA'S light weight pick-up head has saved operators thousands of dollars in needle and record wear since Pearl Harbor.
- ✓ ROCK-OLA'S powerful 4-tube amplifier has saved additional thousands of dollars in tubes and repairs.
- ✓ ROCK-OLA'S simple, well constructed mechanism has been trouble-free, saving more dollars in operating costs.
- ✓ ROCK-OLA'S phonograph, as it has been built in the past, has earned operators more net money than any other phonograph.

## ROCK-OLA

### "The Phonograph of Tomorrow"

Will be even better built, more simple, more trouble-free and, as a result, earn even more money than ever before. Be sure your "Phonograph of Tomorrow" will be ROCK-OLAS.

EXCLUSIVE ROCK-OLA REPRESENTATIVES IN N. CALIF., OREGON, WASH., W. IDAHO & NEVADA

GEO. R. MURDOCK - E. GEO. BENNETT - WILLARD A. WAYNE  
**ASSOCIATES**

FACTORY REPRESENTATIVES  
**ELECTRONIC & EQUIPMENT**

1797 UNION STREET, SAN FRANCISCO 23, CALIFORNIA  
TELEPHONE PROSPECT 7443

COIN  
MACHINE  
REVIEW

31

FOR  
JULY  
1945



# SEEBURG OPERATORS—ATTENTION

Get Your 70L7 REPLACEMENT TUBES from Harold Pincus!

## PARTS FOR EVERY PURPOSE

Bally 150 Ohm Free Play Coils—Bally Reset & Step Up Coils. Many Others!  
Wurlitzer Star Wheel and Star Selector Pins  
Rubber Bumpers—Contact Files—Assorted Wood Screws—Cotter Pins  
Thousands of Other Parts

Write for Latest Parts Price List—Just Released

## COIN MACHINE SERVICE COMPANY

2307 N. WESTERN AVE.

PHONE HUMBOLDT 3476

CHICAGO 47, ILLINOIS

### SIMMONS SAYS

(Continued from Page 29)

a fifteen year old girl her first swimming suit with no water in sight.

● Around the world in fifteen minutes is a Lockheed engineer's prediction of aviation possibilities in the next ten years. That is traveling at the rate of 100,000 miles an hour. At that rate, Los Angeles operators could check their phonographs in London in the morning and be home for lunch easily.

● Some people possess many good qualities but they are always knocking. As a consequence, no one sees any value in them. If you have any people of that type in your organization, it is a good time to get rid of them because no employee can saw wood with a hammer. The only place for a knocker is outside the door.

● William James, the great American psychologist, said that the average human being is using only ten per cent of his brain power. That means that with the other ninety per cent there's nobody home. If true, I'm wondering what kind of progress the Coin Machine Industry would make if we all used only five per cent more than we have in the past.

### New Disc Entry

NEW YORK—Newest company to enter the disc field is Cosmopolitan Records which steps right out as a large scale operation with production comparable to the major platter companies.

Talent already set includes Gertrude Niesen, currently headlining "Follow the Girls;" radio star Jerry Wayne; Joan Edwards and Barry Wood of Hit Parade fame; the bands of Henry Busse, Enric Madriguera and Coleman Hawkins to cover three different musical grooves; composer Oscar Strauss for "middle brow" waltz and operetta material; and the radio vocal group Four Chicks and Chuck.

Cosmopolitan is headed by Harry Bank, formerly associated with James Roosevelt as Vice President of Globe Productions. Bank has served as Tax Consultant to many important organizations in the amusement business including the Coin Machine Industry.

He has set up under the name of Automatic Industries a 19-acre production layout at Massapequa, Long Island which will be one of the most modern record plants in the country. Cosmopolitan starts right out with an immediate capacity of 200,000 pressings a week and by August 1st will be turning out over 400,000 discs

each week. Seventy new presses will be in operation by that time.

Charles Halle, formerly employed in a similar capacity with Columbia Records, is Cosmopolitan's chief engineer. Paul Noble comes over from Decca to take charge of pressing and Del Taylor has left RCA-Victor to supervise plating. First releases will be ready on June 15th.

### Murdock in Austria

SAN FRANCISCO—Dick Murdock, son of George R. Murdock of Associates, and a former member of the Coin Machine Industry, is now stationed in Austria, according to word received by George.

Dick is a Captain of Infantry now. He has been in Europe since D-Day plus 12. During the last two months he had not been heard from until a letter arrived on June 6th announcing he was in Austria and was well.

Dick has received the Purple Heart, the Silver Star, the Bronze Star, the Croix de Guerre and the British Military medal. He has four stars on his European Theater Ribbon, the American Defense Ribbon and Combat Infantryman's Badge. And, incidentally, he has some 93 points, but apparently the point system does not apply to officers and so his returning home is somewhat indefinite.

"I am proud of his accomplishments of course," said George, "but I'm a lot more pleased to know that he has survived so many months of combat experience."

### To Distribute Majestic

LOS ANGELES—Hal E. Roach, Hollywood motion picture producer, and Leland H. Driver have formed Roach & Driver, distributing organization, and will distribute Majestic radio and record products in the southern California area. The firm will be under the active direction of Driver.

## 70L7GT REPLACEMENT ADAPTER

With Tube, for Seeburg WALL-O-MATICS

**\$3.25**

### FIBRE MAIN GEARS

for Seeburgs and Wurlitzers  
(less steel hub)  
**\$5.50**

### VOLUME CONTROL KEYS

for Seeburgs and Wurlitzers  
Package of 24.....**\$1.80**  
Package of 100.....**5.00**

### QUANTITY PRICES TO DISTRIBUTORS AND JOBBERS

Terms: 1/3 deposit, balance C.O.D., F.O.B. Los Angeles

Seeburg and Wurlitzer  
PICK-UPS REPAIRED  
**\$3.50**

Seeburg-Wurlitzer-Mills-Rock-Ola  
MOTORS REPAIRED  
**\$7.50**

FACTORY GUARANTEED AGAINST  
DEFECTIVE WORKMANSHIP AND MATERIAL

## E. T. MAPE MUSIC COMPANY

1701 W. Pico Blvd.

(MANUFACTURING  
DIVISION)

Los Angeles 15, Calif.

DRexel 2341

### Order Your Supply of

New BENNETT "TOP LINE"  
3000-4000 PLAY NEEDLES

Non-turn feature. Original  
round point.

Send Your Orders Today to

**W. E. SIMMONS**

Factory Representative for  
11 Western States

1025 N. Highland Ave.  
Hollywood 38

COIN  
MACHINE  
REVIEW

**32**

FOR  
JULY  
1945



# Announcing

## THE WURLITZER ORGATRON



COIN  
MACHINE  
REVIEW

33

FOR  
JULY  
1945

### The Orgatron Joins the Wurlitzer Family of Musical Instruments

WE ARE PLEASED to announce the purchase of the entire Orgatron business of the Everett Piano Company. Henceforth this instrument will be manufactured and sold as the WURLITZER ORGATRON by our North Tonawanda, New York Division.

Wurlitzer has long been an outstanding name in the organ field. Over a period of many years, Wurlitzer manufactured and sold thousands of "Mighty Wurlitzer" pipe organs which were distributed all over the world. Production of these instruments was discontinued when

Wurlitzer factories were entirely converted to war work.

Manufacture of the WURLITZER ORGATRON for use wherever the finest organ music is desired, will begin as soon as the government no longer needs our facilities for war production.

*Acquisition of the ORGATRON by Wurlitzer will broaden even further the public's association of the Wurlitzer name with fine music instruments to the benefit of every Wurlitzer Music Merchant. The Rudolph Wurlitzer Company, North Tonawanda, N. Y.*

Look to the  
**WURLITZER ORGATRON**  
for Leadership in The Post-War  
Electronic Organ Field

Awarded with Star, De Kalb Division,

Awarded with Stars, N. Tonawanda Division

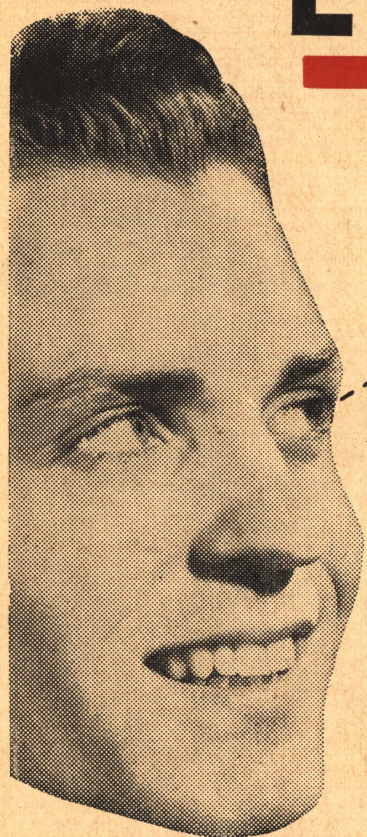


# WURLITZER

THE NAME THAT MEANS *Music* TO MILLIONS



# EYE APPEAL



## That's SINGING TOWERS

TODAY'S ONLY BRAND NEW  
PHONOGRAPH!

THE FOLLOWING FOUR MODELS ARE IN STOCK AND READY  
FOR IMMEDIATE DELIVERY:

### The STREAMLINER

FACTORY RECONDITIONED

\$398.00

F.O.B. FACTORY

### MODEL 201

(NEW)

\$598.00

F.O.B. FACTORY

### The TOP FLIGHT

FACTORY RECONDITIONED

\$325.00

F.O.B. FACTORY

### MODEL 301

FACTORY RECONDITIONED. CARRIES  
NEW MACHINE GUARANTEE.

\$525.00

F.O.B. FACTORY

"THE FASTEST GROWING COIN MACHINE HOUSE IN THE WEST"

# CALIFORNIA AMUSEMENT COMPANY

EXCLUSIVE DISTRIBUTORS FOR AUTOMATIC MUSIC INSTRUMENT CORPORATION IN CALIFORNIA, NEVADA, ARIZONA AND THE HAWAIIAN ISLANDS

JOBBER AND DISTRIBUTORS

M. S. (BILL) WOLF, Owner

1305 Kettner Boulevard

SAN DIEGO 1, CALIFORNIA  
MAin 3068

1348 Venice Boulevard

LOS ANGELES 6, CALIFORNIA  
PRospect 4131

1175 Folsom Street

SAN FRANCISCO 3  
HEmlock 0575



## Be Sure Your Post-War Program Includes SINGING TOWERS

*The Phonograph That Is Years Ahead In Styling  
and Miles Out In Front Mechanically!*

Get on Our Mailing List Now for Advance Information on New Models

COIN  
MACHINE  
REVIEW

34

FOR  
JULY  
1945

COIN  
MACHINE  
REVIEW

35

FOR  
JULY  
1945



## Wolf Improves Branch

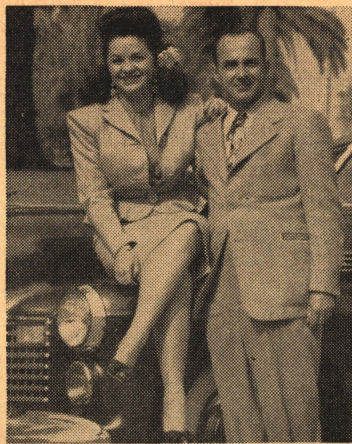
LOS ANGELES—A new asphalt tile floor is being laid in the San Diego branch of California Amusement Co.; new lighting fixtures are being installed and new furnishings provided to make as beautiful a showroom for post-war AMI phonographs and other equipment California will distribute, as are the showrooms in Los Angeles and San Francisco.

M. W. Griffin is the manager in charge of the San Diego branch and he has been associated with the firm for the past eight years. The S. D. offices and showrooms occupy a building especially erected by Wolf to house this branch of his organization. Every consideration for the operator's convenience has been incorporated, and a few added luxuries include a novel, beautiful barroom carrying out a Mexican motif and resplendent with a lavish display of mirrors and atmospheric paraphernalia.

Wolf is leaving Los Angeles toward the end of June and expects to spend the 27th, 28th and 29th at the San Francisco office. Ralph Orkin, recent addition to the sales staff, is leaving Los Angeles on July 1st to take over the Salesmanship of the San Francisco branch under C. A. Garton, manager. Orkin will headquarter in San Francisco and will cover the northern half of the State contacting operators in behalf of the firm.

## Nickabob Has Globe Idea

LOS ANGELES—Nickabob Sales Co. is offering to share with operators of Seeburg Guns an easy method of converting these guns to use an ordinary automobile tail light instead of the hard-to-get No. 1489. There is no charge and no obligation for operators who will drop into their headquarters.



Eduardo Baptista, head of Peerless Discos of Mexico City, and daughter Rosa Marie, who have returned home after a visit in Los Angeles as guests of Gladys and Charles E. Washburn, local representatives for Peerless Mexican records.

## Capitol Opens Branches

HOLLYWOOD—Capitol Records continues its broad expansion policies with the opening of new branches in Detroit and Kansas City, Mo. C. Thomas Briggs will manage the Detroit office and Ray Marchbanks will preside in Kansas City.

In Los Angeles Harry Van Treese has taken over the management of the branch and Paul Featherstone, former manager, moves to San Francisco in a like berth.

Capitol is celebrating its third birthday this month. \* \* \*

A forgetful polecat said when the wind changed: "It all comes back to me now."

## ARA Adds Presses

HOLLYWOOD—Borris Morros, head of American Recording Artists, has announced the acquisition of a number of new presses in a deal with the Modern Plastic Co., Benton Harbor, Mich. Deal gives ARA records a Midwestern plant and distribution center and puts it in a favorable position for national distribution. Twenty presses are now operating in the Coast plant.

Modern Plastic has developed a non-breakable plastic platter for commercial use and it is likely ARA will be ready to distribute these within a year.

World-wide distribution of ARA records is the plan of Morros and his right-hand man, Josef Zimanich, and deals are now brewing for future distribution in Australia, Canada, England and South America. Line of popular discs will be augmented by some unusual recordings, first of which is rumored to be an album by the Vatican Choir with Archbishop Spellman writing the forward.

## K. & M. Moves

LOS ANGELES—K. & M. Service has moved to new and larger quarters at 1913 West Pico Boulevard and has taken on the national distribution of La Marr Star Records.

First La Marr release features two tunes by the Four Tones. First number is *I'll Follow You* done in a style very similar to the Ink Spots. Reverse side has *Do Do Baby* in a rendition smacking of the Mills Brothers. A big demand is reported for the first release.

New spot gives the firm larger space and better facilities for their repair service which has been serving a great number of operators for many past months.

COIN  
MACHINE  
REVIEW

36

FOR  
JULY  
1945

# W.R. BURTT

## THE COIN TUBE MAN

—★—  
Radio Tubes  
for all  
makes  
of  
Coin  
Operated  
Machines

Critical Types Offered  
Consumer Market at  
OPA Retail List Prices.  
Write for Twice  
Monthly Inventory  
Release Sheet.

L-265  
Suppliers'  
Certificate  
Required

**W. R. BURTT**

436 N. TERRACE DR.

WICHITA 8, KANSAS

# Look AT THE FIGURES

*You save money when you buy  
your films outright for*

## PANORAM OR SOLOVUE

13 NEW WHEELS WITH

# 100 BEAUTIFUL GIRLS!

Now ready at

## \$36 PER WHEEL

OF SIX 2 MINUTE SUBJECTS  
NOTCHED AND READY

## All Good Music

All films approved by Los Angeles Censor Board

PRODUCED AND DISTRIBUTED BY

## QUALITY PICTURES CO.

5634 SANTA MONICA BOULEVARD  
HOLLYWOOD 38, CALIFORNIA

Additional Information Gladly



# EARLY DAYS OF AUTOMATIC MUSIC

Some Interesting Facts  
and Deductions by

WILLIAM A. GOETZ

Of Capitol Automatic Music, New York

PROBABLY the oldest automatic musical instrument mechanic in America today is the seventy-one year old Herman Stube of Roosevelt, L. I., N. Y. He was first in the piano business and then affiliated himself with the coin operated music industry and is still repairing automatic musical instruments. In our recent interview we compared notes and came to the following conclusions:

The first coin operated musical instrument on the market was patented in 1889-93 and was called *Regina Sublima*. This was a coin operated, steel disc machine, holding ten to twelve discs which played consecutively and was operated with a 5c coin. It was not until 1900 however, the coin slot was put on. I opened the Wurlitzer show-rooms on 32nd Street in N. Y. in 1908, and sold dozens of *Regina Sublimas* with slots.

A few years after the advent of the *Regina Sublima*, an automatic banjo with nickel slot came on the market. When I was fourteen years old, in 1903, I remember seeing these banjos in Penny Arcades and one of my relatives had one in the rear of his restaurant. I do not know who made these machines nor did I ever sell them because Wurlitzer did not handle them at that time.

In 1902 or 1903 the DeKliest factory in No. Tonawanda, New York, the present Wurlitzer Manufacturing Co., manufactured band organs and the first nickel-in-the-slot pianos called *Tonophone*. This machine operated by a large pinned cylinder which played ten consecutive tunes. DeKliest sold the *Tonophone* to Wurlitzer Co., in Cincinnati, who distributed it, *Regina Sublima* and the automatic banjo over various parts of the United States.

In 1904 Wurlitzer sold *Tonophone* to the International Automatic Music Co. (Stube maintained these machines) and then attracted by the thriving business, Rudolph Wurlitzer, Sr., and his son Howard bought an interest in the company, becoming president and vice-president. This company prospered for a couple of years until the Wurlitzer Co., bought out the DeKliest factory and gave up their interest in the International Automatic Music Co.

Wurlitzer continued to make *Tonophone* and when we opened the Wurlitzer branch in 1908, we still sold these machines, and a 44-note coin operated piano called the *Pianino* and a 65-note keyboard piano operated by nickels. The *Pianino* and the 65-note keyboard piano had both been distributed and sold throughout the coun-

try for entertainment purposes to cafes, hotels and restaurants.

About 1905 and prior to opening the Wurlitzer store in New York we sold to Edward Strauss of New York, about one hundred *Pianinos* and one hundred automatic harps — coin operated automatic harps were not made by Wurlitzer or DeKliest, but by another manufacturer in the West. In 1907, Strauss moved to Brooklyn and when we came to New York in 1908 he became very antagonistic and would not pay his bills to Wurlitzer for

the machines he purchased, claiming that he had the agency for the Wurlitzer instruments, at that time. We were compelled to renew notes from time to time on these machines to avoid suit but he finally sold half his operation to a party by the name of Landau in Newark.

Wurlitzer also handled *Orchestrions* at this time. They were manufactured by Imhoff & Muckel at Friberg on the Main and dated back to 1895 when they played by pinned cylinder, the same as the *Tonophone*. Wurlitzer had sold these throughout the country from his first office in Cincinnati but I never saw any of the machines played this way.

The German *Orchestrions* we handled in New York were operated by music roll and represented from five to twenty musicians. They had ten to twelve slot boxes distributed around the back-room of

(See *EARLY DAYS*, Page 41)

## MERCHANDISE AND SUPPLIES FOR SALE!

|  |          |
|--|----------|
| 1 Pine Packard Adaptor for 20 record Rockola (Used) .....                  | \$ 35.00 |
| 1 Pine Packard Adaptor for 20 record Rockola (New) .....                   | 42.50    |
| 3 Packard Adaptors for Seeburg phonographs, to play from floor (Used)..... | 40.00    |
| 1 Seeburg 3-wire Remote Console 5-10-25.....                               | 125.00   |
| 2 Seeburg Wireless Playboys.....   | 12.50    |
| 20 Seeburg Selectomatics, 20 selection.....                                | 5.00     |
| 50 Buckley, 24 selection boxes, lift door type, with new contacts .....    | 12.50    |
| 2 Mills 5c Vest Pockets—Chromium.....                                      | 62.00    |
| 3 Mills 5c Vest Pockets—Green.....   | 32.50    |
| 2 Mills 5c Vest Pockets—Blue & Gold.....                                   | 45.00    |

Prices include very careful packing.

|   |        |
|---|--------|
| Packard Perforated Title Strips—per 1000 sheets.....  | \$4.75 |
| Packard Roll-Around Title Strips—per 1000 sheets..... | 5.75   |
| Buckley Title Slips—per 1000 sheets.....              | 4.00   |
| Nickel Wrappers—per 1000.....                         | .75    |
| Rockola Crystal Pick-ups "Repair Exchange".....Ea.    | 5.00   |
| Seeburg Pick-ups "Repair Exchange".....               | 6.50   |
| Bennett 4000 Play Needles.....                        | .48    |

We are distributors for the sensational new Alvin "Kiss" record and the "Picture" records. They are wonderful money makers.....Ea. \$ .49

Please send 1/3 down payment with order

Modern Music Company

1318 - 11th STREET

DENVER 4, COLO.

Extra Fine Switch  
SERVICE KIT

\$7.50

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

COIN  
MACHINE  
REVIEW

37

FOR  
JULY  
1945



# RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

## KEY TO RATING

5★ **EXTRA GOOD.** Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ **VERY GOOD.** Possessing universal appeal. Suitable for any type of location.

3★ **GOOD.** Suitable for rounding out balanced programs. Numbers fading in popularity.

## ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

- CAPITOL**
- 3★ 198 Andy Russell  
AND THERE YOU ARE (V FT)  
MY FIRST, MY LAST, MY ONLY!  
(V FT)
- 4★ 199 Jo Stafford, Pied Pipers  
A FRIEND OF YOURS (V FT)  
SUNNY SIDE OF THE STREET (V FT)
- 3★ 200 Benny Carter  
I SURRENDER DEAR (FT I)  
MALIBU (FT I)

- 4★ 201 Jack Guthrie  
OKLAHOMA HILLS (HB V)  
I'M BRANDIN' MY DARLIN' WITH  
MY HEART (HB V)  
COAST
- 4★ 2007 Ozie Waters—Walt Shrum  
AT MAIL CALL TODAY (HB V)  
DON'T HANG AROUND ME ANY  
MORE (HB V)
- 4★ 2008 Walt Shrum—Ozie Waters  
SHAME ON YOU (HB V)

IF OUR HANDS COULD REACH  
ACROSS THE OCEAN (HB V)

## EXCLUSIVE

- 4★ Joe Higgins and His Honeydrippers  
THE HONEYDRIPPER (Part 1) (FT)  
THE HONEYDRIPPER (Part 2) (FT)
- 4★ 208 Herb Jeffries  
HERE'S HOPING (FT VC)  
LEFT A GOOD DEAL IN MOBILE  
(FT VC)

## MAJESTIC

- 3★ 7137 Jerry Wald  
A FRIEND OF YOURS (FT VC)  
CLARINET HIGH JINKS (FT)
- 3★ 7138 Jerry Wald  
CAN'T YOU READ BETWEEN THE  
LINES (FT VC)  
CLARINET BOOGIE BLUES (FT VC)
- 3★ 7139 Three Suns  
I'M IN A ROMANTIC MOOD (FT V)  
I HOPE TO DIE IF I TOLD A LIE  
(FT V)
- 4★ 7140 Louis Prima  
THERE! I'VE SAID IT AGAIN (FT VC)  
SENTIMENTAL JOURNEY (FT VC)

## VICTOR

- 4★ 45-0002 Duke Ellington—Tommy Dorsey  
THE MINOR GOES MUGGIN' (FT)  
TONIGHT I SHALL SLEEP (FT)
- 4★ 20-1678 Betty Jane Bonney  
THEY CAN'T TAKE THAT AWAY  
FROM ME (V FT)  
WHILE YOU'RE AWAY (V FT)
- 3★ 20-1669 Tommy Dorsey  
JUNE COMES AROUND EVERY  
YEAR (FT VC)  
OUT OF THIS WORLD (FT VC)
- 3★ 20-1670 Duke Ellington  
KISSING BUG (FT VC)  
MOOD TO BE WOODED (FT)
- 4★ 20-1671 Martha Stewart  
THERE'S NO YOU (V FT)  
SHE'S FUNNY THAT WAY (V FT)
- 4★ 20-1673 Wayne King  
MY MOTHER'S WALTZ (W VC)  
REMEMBER WHEN (W VC)
- 4★ 20-1674 Vaughn Monroe  
SO-O-O-O IN LOVE (FT VC)  
ALL AT ONCE (FT VC)
- 4★ 20-1672 Four King Sisters  
SWEETHEART OF ALL MY DREAMS  
(FT V)  
A TENDER WORD WILL MEND IT  
ALL (FT V)
- 3★ 24-0729 Roosevelt Sykes  
HONEYSUCKLE ROSE (Race V)  
JIVIN' THE JIVE (Race V)
- 4★ 20-1676 Perry Como  
I'M GONNA LOVE THAT GAL (FT V)  
IF I LOVED YOU (FT V)
- 3★ 20-1675 Charlie Spivak  
SANTA LUCIA (FT VC)  
CAN'T YOU READ BETWEEN THE  
LINES (FT VC)

COIN  
MACHINE  
REVIEW

38

FOR  
JULY  
1945

The most popular  
of all longlife needles  
for COIN MACHINES

**PERMO  
POINT  
ROUND**

**PERMO  
POINT  
ELLIPTICAL**

Permo Point ROUND  
and PERMO POINT  
ELLIPTICAL needles at  
your Decca RCA Victor  
or Columbia distributor  
... Better re-order today.

**PERMO, Incorporated, 6415 Ravenswood Ave., CHICAGO 26**

The original and world's largest manufacturer  
of longlife phonograph needles

## RECORD TRAYS RECONDITIONED

WURLITZER TRAYS for 61-71 and all other  
Counter Models made same dimensions as when  
new, and guaranteed to give satisfaction.

\$7.50

FOR SET OF TWELVE

**HUGO JOERIS**

3208 JACKSON STREET

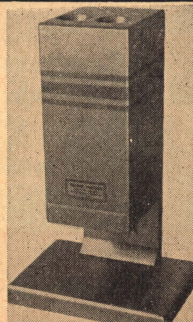
AMARILLO, TEXAS

NICKLE  
NUDGERS  
Lightning  
Change  
Maker  
\$9.85

—SEE—

**Paul A.  
Laymon**

1503  
W. Pico  
Los Angeles  
15





# Here's Your Convenient Order Blank for THE TOP TUNES OF THE DAY

## TITLE STRIPS

27 ON A SHEET FOR EASY  
HANDLING IN A TYPEWRITER

|             | Per M<br>Sheets | Your Net<br>Cost |
|-------------|-----------------|------------------|
| 1,000.....  | \$7.50          | \$ 7.50          |
| 5,000.....  | 6.00            | 30.00            |
| 10,000..... | 5.00            | 50.00            |
| 30,000..... | 4.00            | 120.00           |

Easy "Snap" Perforation Fine  
Quality Bristol Stock. Stays  
Together While Typing.

Order now for future use. Bristol  
stock is getting scarce.

## MAIN GEARS

for Wurlitzers and Seeburgs

**\$4.75** each

## PARTS

TOGGLE SWITCHES  
BUTTERFLY SWITCHES

## ADAPTER COILS

for all makes  
of Adapters

## ORDER

### SIX SENSATIONAL NEW NUMBERS

| Quan. | No. | Label     | Title  | Artist                               |
|-------|-----|-----------|--|--------------------------------------|
| ..... | 208 | Exclusive | Left A Good Deal in Mobile<br>Here's Hopin'          | Herb Jeffries                        |
| ..... | 207 | Exclusive | Honeydripper (Part 1)<br>Honeydripper (Part 2)       | Joe Higgins and His<br>Honeydrippers |
| ..... | 7   | Gem       | Effie Blues<br>I'm in the Groove Tonight             | Effie Smith with<br>Clara Lewis Trio |
| ..... | 106 | Atlas     | Gotta Penny?<br>Let's Pretend                        | King Cole Trio                       |
| ..... | 118 | Excelsior | Somebody's Got To Go, Mr. Jones<br>Now That You Know | Flennoy Trio                         |
| ..... | 102 | Modern    | Swinging the Boogie<br>Just a Little Bluesie         | Hadda Brooks                         |

### RIDING THE CREST OF POPULARITY EVERYWHERE!!!

|   |      |           |   |   |
|---|------|-----------|---|---|
| .....                                   | 205  | Exclusive | End of War Blues<br>Johnny's Boogie                                       | Johnny Moore's<br>3 Blazers                         |
| .....                                   | 204X | Exclusive | Axis Doom Blues<br>You Taught Me to Love                                  | Johnny Moore's<br>3 Blazers                         |
| .....                                   | 116  | Excelsior | The Induction Blues<br>I Ain't Mad at You, Pretty Baby                    | Lorenzo Flennoy Trio                                |
| .....                                   | 1    | Gem       | Soothe Me<br>Wrap it Up, Put It Away ('Til Daddy Comes<br>Home)           | Ernie Andrews                                       |
| .....                                   | 100  | Juke Box  | Boogie No. 1<br>Sophisticated Blues                                       | The Sepia Tones                                     |
| .....                                   | 1012 | Alvin     | He Kissed Her in the Garden<br>A Blackberry's Red When It's Green         | Ray Herbeck<br>Orchestra                            |
| OPERATOR'S PRICE ON ALVIN RECORD IS 49c |      |           |   |   |
| .....                                   | 203  | Exclusive | Please Believe Me<br>So Glad  | Frank Haywood and<br>Tuck Tip Tiny Trio             |
| .....                                   | 202  | Exclusive | I Wonder<br>Skyline   | Dan Grissom<br>Red Callender Trio                   |
| .....                                   | 201  | Exclusive | How Come<br>Ev'rything About You Appeals To Me                            | Leon Rene<br>Red Callender Trio                     |
| .....                                   | 105  | Excelsior | I'm Lost<br>Pitchin' Up A Boogie  | King Cole Trio<br>King Cole Trio                    |
| .....                                   | 107  | Excelsior | Bring Enough Clothes for Three Days<br>At Least You Could Save Me A Dream | Timmie Rogers<br>Herb Jeffries & Eddie<br>Beal Trio |
| .....                                   | 108  | Excelsior | That's a Good Little Old Deal<br>Love Will Bloom in Paris This Spring     | Hollywood Four Blazes<br>Hollywood Four Blazes      |
| .....                                   | 110  | Excelsior | The Big Leg Mama's Fine<br>I Never Had A Dream To My Name                 | Hollywood Four Blazes                               |
| .....                                   | 666  | Preview   | Someone Over Here Loves Someone Over<br>There                             | Four Tones<br>Four Tones                            |
| .....                                   |      | Atlas     | Hey, What You Say<br>FST<br>My Lips Remember Your Kisses                  | King Cole Trio                                      |

ALL ABOVE RECORDS 65c NET, f.o.b. Los Angeles

.....Records at 65c each.....\$.....

To Be Shipped to:

Name.....  
Address.....  
City.....Zone.....State.....

TERMS: 50 percent deposit must accompany your order unless you have made other arrange-  
ments. Orders shipped in same order received.

## WURLITZER TWIN 12

Reconditioned  
Guaranteed  
**\$250.00**

## UNIVERSAL AMPLIFIER

For All Models Wurlitzers, Rock-Olas,  
and Seeburgs, except Hi-Tones.  
Also for P.M. Speakers and Microphones  
Complete — \$79.50

Amplifiers Sold for Replacement Only, as per W.P.B.

# JACK GUTSHALL DISTRIBUTING COMPANY

Exclusive PACKARD Distributors

1870 W. WASHINGTON BLVD.

(ROchester 2103)

LOS ANGELES 7, CALIF.



# REVIEW MUSICAL POPULARITY POLL

JUNE, 1945

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

## On Phonographs—

1. Sentimental Journey  
Les Brown—Columbia
2. There! I've Said It Again  
Hal McIntyre—Victor
3. Bell-Bottom Trousers  
Jimmy Dorsey—Decca
4. My Dreams Are Getting Better All the Time  
Kay Kyser—Columbia
5. You Belong To My Heart  
Bing Crosby—Decca
6. Candy  
Phil Brito—Musicraft
7. Dream  
Johnny Mercer—Capitol
8. Caldonia  
King Sisters—Victor
9. Just A Prayer Away  
Pied Pipers—Capitol
10. Laura  
Freddy Martin—Victor

## On Radio—

1. There! I've Said It Again
2. Caldonia
3. Sentimental Journey
4. Laura
5. Dream
6. You Belong To My Heart
7. Bell-Bottom Trousers

8. My Dreams Are Getting Better All the Time
9. Just A Prayer Away
10. Candy

## Best Selling Sheet Music—

1. Sentimental Journey
2. Bell-Bottom Trousers
3. Laura
4. Candy
5. Dream
6. Just A Prayer Away
7. I Should Care
8. You Belong To My Heart
9. All of My Life
10. My Dreams Are Getting Better All the Time

## Best Selling Records—

1. There! I've Said It Again (Vaughn Monroe) Victor 20-1637
2. Sentimental Journey (Les Brown) Columbia 36769
3. Bell-Bottom Trousers (Tony Pastor) Victor 20-1661
4. Laura (Johnnie Johnston) Capitol 196
5. Caldonia (Woody Herman) Columbia 36789
6. You Belong To My Heart (Bing Crosby) Decca 23413
7. Dream (Pied Pipers) Capitol 185
8. Caldonia Boogie (Louis Jordan) Decca 8670
9. Chloe (Spike Jones) Victor 20-1654
10. Rum and Coca-Cola (Andrews Sisters) Decca 18636

## On Wired Music—

1. Caldonia
2. Sentimental Journey

3. Caldonia Boogie
4. There! I've Said It Again
5. You Belong To My Heart
6. Dream
7. Laura
8. Candy
9. Bell-Bottom Trousers
10. My Dreams Are Getting Better All the Time

## Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records.

1. Induction Blues (Flennoy Trio) Excelsior
2. Caldonia Boogie (Erskine Hawkins) Blue Bird
3. You Can't Get That No More (Louie Jordan) Decca
4. Please Believe Me (Frank Hayward) Exclusive
5. If You Can't Smile and Say Yes (King Cole Trio) Capitol
6. Somebody's Gotta Go, Mr. Jones (Flennoy Trio) Excelsior
7. The Honey Drippers (Liggins Honey Drippers) Exclusive
8. Mop-Mop (Erskine Hawkins) Victor
9. I Left a Good Deal in Mobile (Herb Jeffries) Exclusive
10. Soothe Me (Ernie Andrews) Gem
11. Lover Man (Billy Holliday) Decca
12. Strange Things Happening Every Day (Sister Rosetta Thorpe) Decca

## Western Hit Parade—

Songs most requested by radio listeners to the only Western Hit Parade on radio:

1. Stars and Stripes on Iwo Jima (Bob Wills)
2. You're Only In My Arms (Rambling Rogue)
3. We Live In Two Different Worlds (Tex Ritter)
4. You're Breaking My Heart (Ted Daffin)
5. At Mail Call Today (Gene Autry)
6. Blues In My Mind (Roy Acuff)
7. Tomorrow Never Comes (Ernest Tubbs)
8. I'll Be Back (Gene Autry)
9. At the Rainbow's End (Sons of the Pioneers)
10. Jealous Heart (Happy Perryman)

COIN  
MACHINE  
REVIEW

40

FOR  
JULY  
1945

# COAST RECORDS

## New RODEO Releases

### 2007 AT MAIL CALL TODAY

Ozie Waters, acc. by Colorado Hillbillies  
DON'T HANG AROUND ME ANY MORE  
Walt Shrum and his Colorado Hillbillies

### 2008 SHAME ON YOU

Walt Shrum and his Colorado Hillbillies  
IF OUR HANDS COULD REACH ACROSS THE OCEAN  
Ozie Waters, acc. by the Colorado Hillbillies

TWO EXCEPTIONAL NUMBERS BY RODEO'S SINGING STAR

## OZIE WATERS

(A VOICE YOU'LL REMEMBER)

### STILL GOING BIG

- 2001 WE'LL HAVE A RODEO IN TOKYO, AND A ROUND-UP  
IN OLD BERLIN

Sung by Ozie Waters. Acc. by the Colorado Hillbillies

IT'S TOO LATE TO SAY YOU'RE SORRY NOW  
By Walt Shrum and His Colorado Hillbillies

- 2002 TIE A SADDLE STRING AROUND YOUR TROUBLES  
Sung by Ozie Waters. Acc. by the Colorado Hillbillies

DRY YOUR EYES  
By Walt Shrum and his Colorado Hillbillies

- 2003 DON'T SWEETHEART ME  
Sung by Ozie Waters. Acc. by the Colorado Hillbillies

THERE'S A TEAR IN YOUR EYE  
By Walt Shrum and his Colorado Hillbillies

- 2004 I'LL BE AROUND SOMEWHERE  
By Walt Shrum and his Colorado Hillbillies

I LOST YOU  
Sung by Ozie Waters. Acc. by the Colorado Hillbillies

- 2005 MY HEART'S IN THIS LETTER  
ARKANSAW SWEETHEART

By Ray Wade and his Rhythm Riders

- 2006 YOU CAN'T GIVE ME BACK MY HEART  
I DON'T CARE ANY MORE

By Ray Wade and his Rhythm Riders

THESE NUMBERS ARE GOING BIG

### POPULAR SERIES

- 101 I HELD YOU IN A DREAM ONE NIGHT  
BLUE DAWN

- 102 I MUST HAVE ALL OR NOTHING  
I'LL KEEP YOU IN MY HEART

Two Exceptional Releases by  
RUSTY DRAPER and the Dreamers  
"Sweet Tunes by a Sweet Singer."

### BRONZE SERIES

- 501 SOLID MR. KELLY WITH THE JELLY  
IT'S SO

- 502 SHY ANN  
EIGHT—NINE AND TEN

Two Excellent Records by  
THE AL (Stomp) RUSSELL TRIO  
These three colored artists are fine musicians and the tunes are original numbers that are sure to please you.

Send for Complete Catalogue

## CHAS. E. WASHBURN CO.—COAST RECORDS

1511 West Pico Boulevard

EX. 3404 — FE. 1171

Los Angeles 15, California



## EARLY DAYS

(Continued from Page 37)

the location (usually a cafe) and each instrument cost from \$2,000 to \$5,000.

The *Orchestron* music was considered wonderful at that time and I distinctly remember seeing one of these massive machines in the Atlantic Gardens on the Bowery when I was sixteen—before I was in the Automatic music business — and again in 1906 a similar machine in a large New York restaurant.

When we opened the Wurlitzer store in New York, Jacob Doll & Son, manufactured a nickel operated piano called *Electrova* and Schliecher & Sons who were in the player-piano business had just converted their player-piano with an electric motor to operate by coin. We do not know how long these men had had their machines on the market.

The Peerless Piano Co., of Binghamton, New York and the Link Piano Co., also of

upstate New York, made endless roll pianos in 1908. They had a nickel piano called *Electrotone* that came out about the same time.

There were other phonographs that came out a little later. The *Hexaphone*, made by the Regina Co — of which I sold a great many about 1910—and the *Multi-phone* (a competitive product) which had twenty-four cylinder records and was distributed mainly in ferry houses in New York.

Wellner of Philadelphia patented a phonograph in 1904 which was later purchased by the Gabel Co. This machine was operated by spring motor and improved upon later by electric motor and amplification. Where and when Gabel put this machine out, or if Wellner ever put any out, we do not recall.

These few early highlights of the automatic music business are milestones of the birth and growth of the great industry

we are a part of today. None of us believed such a terrific future was ahead for the automatic music business and on the advent of radio many of us considered our goose cooked, but what actually did happen is well known to all of us today.

There are a lot of other "young old timers" in the business today who can tell many interesting and informative incidents of the early days of music operating and I hope these few remembrances will spur others on to put their thoughts down for the enjoyment and enlightenment of all of us.

\* \* \*

Mrs. X, who had two sons in the Marines and a daughter in the WACs, was visiting a farm when she came upon a youth of draft age milking a cow.

"Young man," she asked sternly, "why aren't you at the front?"

"'Cos there ain't any milk at that end, missus," was the calm reply.

7¢

PER POUND  
FOR SOLID  
SCRAP

# CHAS. E. WASHBURN CO.

## COAST RECORD MANUFACTURING CO.

7¢

PER POUND  
FOR SOLID  
SCRAP

IMPORTED MEXICAN MUSIC

### LATE POPULAR SELECTIONS

- 2104 CUANDO QUIERE UN MEXICANO—Cancion  
EL SUENO—Cancion  
Pedro Infante con Mariachi
- 2049 MI VIRGEN RANCHERA—Cancion  
MI CASITA DE PAJA—Cancion  
Martin y Malena—con Mariachi
- 2029 SE FUE MI AMOR—Cancion  
EL BRAVERO—Cancion  
Martin y Malena—con Mariachi
- 2074 HOJA SECA—Bolero  
NO ME PREGUNTES ADONDE—Bolero  
Salvador Garcia con La Orquesta Garrido
- 2026 NOSOTROS—Cancion Bolero  
COMO EL BESAR—Cancion Fox  
Gaby Daltas con La Orquesta Garrido
- 1982 ANGUSTIA—Danzonette  
LINDA MUJER—Son  
(This Tune Is Sweeping the Country)  
Miguel Aceves Mejia con La Orquesta de Juan S. Garrido
- 2080 SUPLICA RANCHERA—Corrido  
EL BRACERO—Corrido  
Martin y Malena—con Mariachi
- 2107 MEXICANA DE VERDAD—Cancion  
ARRIBA EL NORTE—Corrido  
La Torcacita con Mariachi
- 2109 LA MARGARITA—Cancion Ranchera  
EL ATRAVESAO—Cancion Ranchera  
Juanita Escoto con Mariachi

### VERY FINE BOLEROS

- 1924 SE MUY BIEN QUE VENDRAS—Bolero  
TE QUIERES IR—Cancion  
Tona La Negra con La Orquesta Fajardo
- 1976 NO VOLVERE—Beguine  
YA LO VERAS—Bolero  
Tona La Negra con La Orquesta Fajardo
- 1987 AMARGURA—Bolero  
NO SE CUANDO—Bolero  
Julio Flores con La Orquesta Garrido
- 1996 BESAME MUCHO—Cancion Blues  
SOLAMENTE UNA VEZ—Cancion Bolero  
(Featured song in Walt Disney's "3 Caballeros"  
under the title of "You Belong to My Heart")  
Manolita Arriola con La Orquesta Garrido
- 1941 ME GUSTAS MUCHO—Bolero  
QUE MAS ME DA—Bolero  
Tona La Negra con La Orquesta Fajardo
- 1997 HUMANIDAD—Cancion Bolero  
LA CITA—Corrido  
Hermanas Hernandez—con La Orquesta de Juan S. Garrido

### OLD FAVORITES - ALWAYS POPULAR

- 1770 AY JALISCO NO TE RAJES—Cancion  
(Theme Song of Walt Disney's "The 3 Caballeros")  
LOS TARZANES  
Manolita Arriola—con Mariachi
- 1873 LA FERIA DE LAS FLORES—Cancion  
ASI SE QUIERE EN JALISCO—Cancion  
Manolita Arriola—con Mariachi
- 1903 EL BARRILITO—Polka  
(A Very Fine Record of "The Beer Barrel Polka")  
CUATRO VIDAS—Polka Fox  
Orquesta de Los Hnos Dominguez
- 1938 NOCHES ETERNAS—Corrido  
LOS LAURELES—Cancion  
Martin y Eloisa—con Mariachi
- 1945 CUATRO VIDAS—Cancion  
NO HAGAS POLVO—Cancion  
Martin y Eloisa—con Mariachi
- 1954 TRAIGO MI 45—Corrido  
CORRIDO DE LAS BRAVUCONES—Corrido  
Fernando Rosas—con Mariachi
- 1962 SE QUE QUIERES VOLVER—Cancion  
DOS PAJARILLOS—Corrido  
Pedro Infante—con Mariachi
- 1964 COCULA—Cancion  
EL HERRADERO—Cancion  
Martin Becerra con Mariachi
- 1984 POR UN AMOR—Cancion  
EL TOPETON—Cancion  
La Torcacita—con Mariachi
- 1991 TU QUE DIJISTE—Corrido  
EL CABALLA ENSILLADO—Corrido  
Martin y Eloisa—con Mariachi
- 1999 EL HIJO DESOBEDIENTE—Corrido  
DE CUANDO EN CUANDO—Cancion  
Martin y Malena—con Mariachi
- 2000 SOLDADO RASO—Corrido  
EL DURAZNO—Cancion  
Pedro Infante—con Mariachi
- 2001 LA VIRGEN DEL TEPEYAC—Corrido  
SAN MIGUELITO—Cancion  
Hermanas Hernandez con Mariachi
- 2047 NADA GANO CON QUERERTE—Cancion  
ACA NOMAS—Cancion  
Martin y Malena—con Mariachi

AND MANY OTHER POPULAR RANCHERAS, BOLEROS, etc.

UNSOLICITED TESTIMONIALS FROM OPERATORS PROVE  
THAT PEERLESS WILL OUTWEAR ANY OTHER RECORD!

COIN  
MACHINE  
REVIEW

41

FOR  
JULY  
1945

PEERLESS DISCOS

7¢

PER POUND  
FOR SOLID  
SCRAP

PEERLESS DISCOS • COAST RECORDS  
1511 WEST PICO BLVD. LOS ANGELES 15, CALIF.  
FE. 1171 EX. 3404

7¢

PER POUND  
FOR SOLID  
SCRAP





### EXTERIOR VIEW OF OUR BUILDING

**Mills Silver Chromes**  
**Mills Gold Chromes**  
**Mills Copper Chromes**  
**Mills Brown Fronts**  
**Mills Blue Fronts**  
**Mills Bonus Bells**  
**Mills Melon Bells**  
**Mills Club Consoles**  
**Mills Hand Loads**  
**Mills Vest Pockets**  
**Mills Safe Stands**

**Mills 4-Bells**  
**Mills 3-Bells**  
**Mills Jumbos, Comb.**  
**Mills Spinning Reels**  
**Watling Rol-A-Tops**  
**Mills Square Bells**  
**Pace All Star Comets**  
**Jennings Chiefs**  
**Mills Panorams**  
**Mills 1-2-3**

**ALL MACHINES GUARANTEED ORIGINAL PRE-WAR. ALL**  
**MACHINES GUARANTEED OR MAY BE RETURNED**  
**FOR FULL REFUND**

Write—Wire or  Phone for Prices

**H. R. MASER MUSIC COMPANY**

1337 MISSION STREET

(Klondike 2-0828)

SAN FRANCISCO 3, CALIFORNIA



## MGM Hot Again

HOLLYWOOD—After repeated threats, it is now rumored that Metro-Goldwyn-Mayer will definitely toss its hat into the recording field and make its bid for a berth among the "Big 3-4-5" or whatever it may be considered today.

MGM has admitted hiring Frank Walker, present consultant with RCA-Victor for the past 13 years and a known authority in the recording field. Walker joins Leo's payroll August 1st, and an announcement is expected about that time.

## Coast Records Active

LOS ANGELES—Two new releases by Ozie Waters, Rodeo's Singing Star, released on Coast Records, made their appearance in mid-June and caught on immediately with the operators. The Waters recording of "At Mail Call Today" is par-excellent in dreamy hillbilly style and reflects the ability of Waters to put a number over in true showmanship style.

Waters is getting a tremendous build-up on radio and in pictures and is slated for a national network show, in addition to starring vehicles at a major studio. At present he has two programs on local stations.

Rusty Draper, another Coast artist, is currently wowing 'em at a San Francisco night spot, and Walt Shrum is on tour with Tex Ritter but is expected back in a few days for a recording session. Ray Wade is also slated to be waxed by Coast shortly and a new blues, "Jelly Roll Blues" featuring Al "Stomp" Russell Trio is on the docket for a release shortly.

## Water-Proofed Offered

WASHINGTON — PiB, water-proofing chemical used on Army motors, has been made available to the public. It is light yellow, oily liquid, smells like linseed oil and can be sprayed or brushed on motors to avoid stalling when flooded with water. It prevents battery corrosion, keeps wet spark plugs operating.

PiB is made by a secret formula by U.S. Industrial Chemicals, Inc. It penetrates material rather than coats it. An example of its effectiveness: A PiB-treated open electric motor has run for two years submerged in water.

## OPERATORS! OPERATORS! RIDE THE PROFIT WAGON WITH THESE PROVEN EXCELSIOR HIT RECORDS

Sweeping the Nation:

THE FLENNY TRIO

116 "The Induction Blues"  
"I Ain't Mad at You, Pretty Baby"

118 "Somebody's Got To Go, Mr. Jones"  
"Now That You Know"

Excelsior Records Are Obtainable Through Our National Distributor

JACK GUTSHALL DISTRIBUTING CO.

1870 WEST WASHINGTON BLVD.

LOS ANGELES 7, CALIFORNIA

EXCELSIOR RECORD COMPANY

(RO. 8375)

3661 S. Gramercy Pl.

Los Angeles 7, Calif.

## Route Sales Increase

SAN FRANCISCO—More and more routes are changing hands in the northern part of the state and Ernie Brennan, of the local office of General Music Co., has handled the details attendant thereto in a great number of instances.

"We here at General have specialized in buying and selling routes, and in taking care of the details of transfers in ownership since Pearl Harbor," said Ernie, "and we've built up a reputation for offering one of the most complete services of this type in the nation. Our work here is practically a duplicate of the same activity in our Los Angeles office which is capably handled by Fred Gaunt and his staff."

In addition to the service described above, General is offering a Finance Service as well.

## Minthorne War Exhibit

LOS ANGELES—Next time you're in town it will be worth your while to visit Minthorne Music Co., and see the big display of war materiel and souvenirs displayed in the 2916 West Pico window. Most of the items were sent to the Minthornes by Roger Kent, former music operator in Los Angeles, who is now a Sergeant in the Army and has seen action in Italy, France and Germany. At present Kent is stationed in Germany.

Included in the exhibit are two German bayonets, two French bayonets, one Italian bayonet, guns, German goggles for day and night driving, mine markers, German helmet, Nazi death identification markers, Free French buttons, newspapers and invasion money from the various theatres of war. It's a topnotch exhibit and very interesting.

## Schetter Back On Coast

LOS ANGELES—W. H. Schetter, manager of the local office of Clark Distributing Co., Wurlitzer distributors, is back on the Coast from a fishing trip in northern Wisconsin as guest of the Rudolph Wurlitzer Co.

Fifty-two Wurlitzer men gathered at Lake La Crosse, near Brainard, and enjoyed four days of catching huge wall-eyed pike before it started to snow and drove the group indoors.

## 24-HOUR SERVICE ON AMPLIFIERS

Our repair department, under the supervision of an experienced precision technician, is ready to serve you with all of your repair and maintenance needs. Expert Tone Arm Repair Service. Whatever your problem might be - - - we can be of service.

NEED PHONOGRAPHS — FIVE BALLS  
SLOTS — CONSOLES?

Come In and Let Us Help You.

Complete Stock of  
MERCHANDISE SALESBOARDS

featuring hard-to-get items.

5c to \$1.00 play

W. H. LEUENHAGEN & CO.

EXposition 7162

1813 W. Pico Blvd.

Los Angeles 6, California

## OPERATOR'S FRIEND OIL

THAT REALLY LUBRICATES  
Can't gum. Especially for Coin machines. A few drops will save many service calls.

1 OZ. BOTTLE 49c

SEE

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

COIN  
MACHINE  
REVIEW

43

FOR  
JULY  
1945



*Complete Line of Phonographs and Parts*

**We have Critical Tubes, Including #30 and #70L7; but because of the limited quantities available we can ship them only to those customers who also order non-critical tubes. All our prices are retail O.P.A. ceiling or below! Supplier's Certificate and Deposit Must Accompany All Orders!**

587 10th AVE., NEW YORK 18, N. Y. • Longacre 5-8334

# Dallas

Dallas coin machine men and operators were well pleased when the 49th session of the Texas legislature adjourned June 6th without any unfavorable new taxes being assessed against the coin machine industry. The Texas legislative body had three bills up for consideration, any one of which, had they become a law, would have added increased taxes on phonographs and marble tables. One bill, which was not passed, sought to increase state taxes on phonographs from \$2.50 to \$50.00 per machine. Another bill would have increased the state levy on marble tables from \$30.00 to \$100.00 per machine. A third bill sought to raise the phonograph tax from \$2.50 to \$30.00 and marble tables to \$100.00 per machine. In addition this bill would have required all coin machine operators to place a meter on each coin operated machine and would have added a state tax of 15% of the gross take from phonographs and 5% on the gross from marble tables.

One reason Dallas operators are happy over the state tax situation, is the fact

that the increased taxes would have allowed city and county officials to levy one half to the state's proposed additional taxes.

The Hunter Sales Co., coin machine distributors, were badly damaged by fire May 31st. Firm, owned and operated by Bob Hunter, suffered considerable damage to their building and stock. Stock damage was mostly from smoke and water and temporary repairs have been made. Hunter says the firm is already open and shipping merchandise. The firm's building will be remodeled and redecorated at once.

Also damaged by the same fire was the building and stock of the Acme Amusement Co., located just around the corner from Hunter Sales. The Acme firm, owned and operated by Frank O'Brien, had their offices and warehouse damaged as well as part of their stock. In addition to the fire damage the Acme firm had their offices burglarized on the same night of

fire. Frank O'Brien says that although temporary repairs have already been made, his firm may seek new and enlarged quarters.

A few Dallas operators report a recent slackening of business due to the current meat shortages. Quite a few Dallas restaurants and taverns are being forced to close for either one day per week or from 3 p.m. on because they are unable to get sufficient meat supplies to stay open on their regular daily schedules. The shortened hours of operation naturally cuts the take of coin machines. Last summer coin operators were handicapped by a beer shortage which caused many places to close from one to two days per week. So far there has been enough beer for the cafes and taverns to keep open on regular schedules. The hotter summer weather to come, may bring a recurrence of the beer shortages.

D. J. Skiles, manager of Commercial Music Co., and Al Mendez, southern district manager for the Rudolph Wurlitzer Corp., have just returned from a 10 day trip to Chicago, where they joined the officials of the Wurlitzer company in their annual get-together and fishing trip to the lake regions of Wisconsin. Friend Skiles, returning to Dallas with a severe cold, contracted in the cooler northern climate, says he will brave the Dallas heat and not complain. Both Al and D. J. reported a grand trip and a wonderful outing with Wurlitzer officials and distributors from all sections of the country.

Vic Hart, coin and music operator from Borger, was in Dallas recently buying additional coin machine equipment. Other out-of-town operators visiting the local coin machine market were Howard Dennard of Mineola and C. L. Ford and his brother of Jefferson.

B. H. Williams, former Dallas coin machine operator and now stationed in California is the proud father of a new daughter. The new heiress arrived May 22.

**Frank W. Wood**

## Honolulu Is Arcade Heaven

HONOLULU—In the neighborhood of 300 Arcades were operating in downtown Honolulu the first of May and only recently about 50 have been closed due to OPA price ceiling violations.

The downtown area resembles a carnival midway with Arcades next door to each other all over town. Top money is in evidence in all of the spots operating, and amusement-crazed civilians are giving the spots a heavy play up to 10 p.m. curfew which is imposed by the army, for the Islands are still under military rule.

# Do You Need Arcade Equipment RAY GUNS or CONSOLES?

— SEE —

**PAUL A. LAYMON**

**DISTRIBUTOR**  
1503 West Pico Los Angeles 15

# BLOCK SPECIALS! MILLS MAIN CLOCK GEARS

**Complete with Dogs and Springs as Illustrated!**

**1 to 49.....\$2.50 Ea.**

**50 to 100.....\$2.25 Ea.**

**LIMITED QUANTITY—RUSH YOUR ORDER!**

# BLOCK MARBLE CO.

1527 FAIRMOUNT AVE.  
PHILADELPHIA 30, PA.

**GET IT FROM BLOCK—THEY HAVE IT IN STOCK!**



## Fort Worth

News items for this department will be welcome. Mail or 'phone to Frank W. Wood, 3811 Live Oak, Dallas 1, Texas. Tenison 3-1049.

According to Panther Distributing Co.'s tally sheet, the top play for phonograph records during June was *Sentimental Journey* by Les Brown. The next best in the order named were *Caldonia* by Louis Jordan and *My Dreams Are Getting Better*, recorded by Les Brown.

Ft. Worth operators report business off slightly during the last week of May. The drop in business was due to shortages of both beer and meat supplies which forced many of the downtown restaurants to operate on shorter hours. A pickup was noted, they say, when beer quotas and better meat rations allowed cafe and tavern owners to open for longer operating hours.

Jack Maloney, head of Panther Distributing Co., was in Roswell, New Mexico, during June to see his son, Jack, Jr., receive his diploma from the New Mexico Military Institute. Jack, Jr., after a few days' visit with his parents in Ft. Worth, will report for officer's training school of the U. S. Army.

Jack Schloss, manager of the Penny Arcade, was a recent visitor to Chicago and points East. Jack was on a scouting tour for arcade equipment to fill in till the war is won. The Penny Arcade, owned by Jack Frankrich, is doing a splendid business. Arcade has become a real source of amusement for the soldiers and sailors who flood the city for week-end visits.

Coin machine operators from the West Texas sections who have visited Ft. Worth coin machine market lately, report a recent let-down in business. The drop in

business has also spread to other lines of industry, according to the operators' comments.

Most of the West Texas sectors are now in the throes of a severe drought which has reached the prolonged stage of almost nine months. A severe curtailment in the West Texas wheat crop has reacted unfavorably in almost all lines of business.

Clarence Cleer, who has succeeded to the large coin machine and music operations of the Frankrich Brothers, is doing okay and reports business good. Clarence has recently moved his operation headquarters.

Frank W. Wood

## Houston

Records were recently added to the stock of Standard Music Distributors, newest coin machine distributing concern in this city. This puts the H. M. Crowe and Sam Ayo company in the "one stop for operators" class as they already had about all the parts and accessories now available for phonograph operating. These brands of records are included: National, A.R.A., Joe Davis, Harmonia, Sonart, Atlas, Excelsior, Signature, Majestic, De Luxe, Manor.

Lester Hearn, a real old-time operator from point of service, has sold out his music operating stuff and gone into the concrete pipe business. Hearn was a strong booster for operators' organization and was treasurer of Houston Music Operators Association during the whole two years it existed.

Out-of-town visitors the past month included: Bill Brennan, San Antonio; M. Schultz, Richmond; J. F. Roubin, Galveston; Fred Finch, Victoria; Bill Tinlin, Beaumont, and R. N. McCormick.

Just learned that Burt Bruce, former record salesman and now an Army lieutenant, was in on the Luzon landing. Also heard from Pfc. C. R. Wright, former local Decca branch manager, now serving with the infantry in occupied Germany.

H. M. Crowe made an extended business trip over Southwest Texas, touching Austin, San Antonio, Corpus Christi, and points between. He said he believed there would be more than enough business for everybody for a long time after the war ended.

Busy as he always is these days, Ernest Gates usually finds time for an occasional week-end stay at his fishing lodge at San Leon. Ernest is a real fisherman, too. Generally brings home enough to remember his friends in a very practical and appreciated manner. He has a motor boat named *Setag* which is simply Gates spelled backwards.

Pfc. Tommy Ayo was wounded by shell fragments while fighting with the Sixth Marines on Okinawa. He is the youngest brother of Sam E. Ayo, well known Texas coinman and part owner of Standard Music Distributors. Another Ayo brother, A. C. (Buster), has been in the Navy since Pearl Harbor. He was once head of Houston Decca branch and later service manager for R & A Distributing Co., of Houston. Buster now holds the rank of Quartermaster (third class).

John G. Wright

### Hanson On Coast

LOS ANGELES—E. C. Hanson, of Groetchen Tool Co., entrained East June 13th after spending a few days here with Ken Brown, of Coinmatic Distributors, supervising the installation of a Groetchen Rotary Cooker in the Officers' Club, Roosevelt Base, Terminal Island. This was the first Navy installation for a Rotary Cooker.

COIN  
MACHINE  
REVIEW

45

FOR  
JULY  
1945

**NEW**

**RAPID FIRE GUN CASTINGS, \$19.50 RAPID FIRE MOTORS FOR PULLING  
SUBMARINE, COMPLETE WITH WORM & FIBRE GEAR, \$25.00**

### ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

|                                 |          |                                      |          |
|---------------------------------|----------|--------------------------------------|----------|
| BALLY RAPID FIRES—PERFECT.....  | \$189.50 | 5 WURLITZER #100 WALL BOXES.....     | \$ 19.50 |
| NEW PIN GAME CARTONS.....       | 2.50     | WURLITZER 71 & STAND.....            | 209.50   |
| NEW COIN CHUTES—F.P. & REG..... | 2.75     | KEENEY WALL BOXES—COMPLETE.....      | 5.00     |
| TEXAS LEAGUER.....              | 49.50    | AIR RAIDER.....                      | 185.00   |
| CHICAGO HOCKEY.....             | 215.00   | ORIGINAL WORLD'S FAIR SKY FITER..... | 275.00   |

### CONSOLES—ONE BALLS—SLOTS

| — CONSOLES —                        |          | — ONE BALLS —                     |          |
|-------------------------------------|----------|-----------------------------------|----------|
| NEW DOUBLE SAFES—2 DOOR.....        | \$139.50 | LONGACRES & THOROBREDS.....       | \$565.00 |
| USED DOUBLE SAFES—2 DOOR.....       | 109.50   | PIMLICO.....                      | 425.00   |
| 5c SUPER BELLS.....                 | 299.50   | BLUE GRASS.....                   | 189.50   |
| MILLS 4-BELLS.....                  | 469.50   | NEW SPORTSMAN.....                | 350.00   |
| WATL. BIG GAME F.P.—CLOCK.....      | 89.50    | 41 DERBY.....                     | 360.00   |
| BAKER PACER D.D.....                | 209.50   | LONG SHOT.....                    | 375.00   |
| 5c PACE REELS—CASH.....             | 109.50   | VICTORIOUS OF 44.....             | 99.50    |
| BALLY ROLLEM.....                   | 129.50   | CLUB TROPHY.....                  | 335.00   |
| PAMCO BELL—5c & 5c.....             | 59.50    | — SLOTS —                         |          |
| BALLY HI HAND.....                  | 169.50   | 5c CHIEF-4-STAR—FAC. REB.....     | 250.00   |
| KEENEY DARK HORSE.....              | 49.50    | 25c BLUE FRONT—FAC. REB.....      | 385.00   |
| SINGLE SLOT SAFES, DOUBLE DOOR..... | 59.50    | 1c VEST POCKET—B & G * METER..... | 49.50    |
|                                     |          | 5c WATL. ROLATOP.....             | 99.50    |
|                                     |          | 10c WATL. ROLATOP.....            | 129.50   |

#### USED PIN GAMES

|                    |          |
|--------------------|----------|
| JEEP.....          | \$129.50 |
| SNAPPY.....        | 69.50    |
| BOSCO.....         | 89.50    |
| CAPT. KIDD.....    | 72.50    |
| SOUTH PAW.....     | 64.50    |
| BIG PARADE.....    | 134.50   |
| KNOCK OUT.....     | 129.50   |
| ACTION.....        | 129.50   |
| BELLE HOP.....     | 69.50    |
| FOUR ACES.....     | 129.50   |
| ARGENTINE.....     | 72.50    |
| SPOT A CARD.....   | 72.50    |
| HI HAT.....        | 69.50    |
| GOTT. LIBERTY..... | 169.50   |

#### NEW REVAMPS

|                           |          |
|---------------------------|----------|
| FLAT TOP.....             | \$250.00 |
| ARIZONA.....              | 250.00   |
| SANTA FE.....             | 250.00   |
| GRAND CANYON.....         | 250.00   |
| IDAHO.....                | 250.00   |
| BRAZIL.....               | 250.00   |
| STREAMLINER.....          | 250.00   |
| OKLAHOMA.....             | 250.00   |
| MARVEL BASEBALL.....      | 179.50   |
| FLYING TIGER.....         | 209.50   |
| MARINES.....              | 199.50   |
| BIG THREE—1 BALL—F.P..... | 239.50   |

#### USED PIN GAMES

|                       |          |
|-----------------------|----------|
| SKY CHIEF.....        | \$169.50 |
| GOTT. SHANGRI LA..... | 154.50   |
| KEEP 'EM FLYING.....  | 149.50   |
| VENUS.....            | 77.50    |
| AIR FORCE.....        | 89.50    |
| GENCO DEFENSE.....    | 99.50    |
| AIR CIRCUS.....       | 129.50   |
| TEN SPOT.....         | 64.50    |
| VICTORY.....          | 94.50    |
| 5-10-20.....          | 129.50   |
| TOWERS.....           | 72.50    |
| WILD FIRE.....        | 59.50    |
| TEXAS MUSTANG.....    | 74.50    |
| GUN CLUB.....         | 74.50    |

ONE-HALF DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

**EMPIRE COIN MACHINE EXCHANGE**

2812 W. North Ave. • Humboldt 6288  
Chicago 47, Illinois





### Choc. Best For Vitamins

NEW YORK—A recent report on the results of a study made by the British Ministry of Food is certain to give tremendous impetus to the advisability of adding vitamins to chocolate.

The report revealed that tests indicated chocolate is "the best medium for administering vitamin concentrates" because the cocoa butter acts as a protective agent against loss of potency.

With the approval of the Inter-Allied Postwar Relief Bureau, the British Government has been manufacturing a one-ounce chocolate bar containing almost enough Vitamins A, B, C and D to cover a day's requirements. The bar is given to children in Europe who are suffering from vitamin deficiency.

### Potato Replaces Sugar

GREENVILLE, S. C.—The prolific sweet potato of South Carolina has come into a new use in the manufacturing of candy at the Meadors Manufacturing Co., and use of the potato saves 80 per cent of the sugar formerly used.

So far the sweet potato is used only in making fudge, which is the standby of the candy industry. No flavor of the potato is evident and the product is hardly dis-

tinguishable from fudge produced with sugar alone.

### Weird Candy Favors

NEW YORK—Anything can happen in the candy manufacturing industry and it most certainly is at present. And operators of candy vendors in the years ahead will probably feature some of the oddest flavors imaginable in their machines.

During the Peace Conference in San Francisco wooden carts have appeared in a number of locations carrying candies flavored with real rye, bourbon, Scotch, Bacardi rum, vodka and tequila and sales have been favorable.

Line was developed by an ex-veteran of World War I, J. F. Myers, who concocts his unique candies in a ranch-house factory down in Dallas, Texas. The liquor line is only the beginning for Myers is now at work on candy products which will sport such outlandish and untraditional candy flavors as sardine, frankfurter, pound cake, honeydew melon and virtually every known fruit from blueberry to gooseberry.

The Myers line is now selling in 600 of the finest shops and last year he banked a neat profit of \$100,000 . . . which shows that being a unique "Candy Stylist" bears dividends.

### New Fruit Treatment

SAN JOSE, Calif. — The Food Machinery Corp. has patented a new fruit treatment to prevent mold decay on picked fruit. Disinfectants, said to be harmless to humans, are used to kill mold organisms.

Use of such treatments will open a new field for vending of fruits. In pre-war days apples were vended successfully but the spoilage factor was great. Using the Food Machinery method operators could allow fruit to remain in vendors until sold, without any spoilage losses.

### Candy Exports Up

WASHINGTON — Candy exports for 1944 reached the staggering figure of 2,056,000 pounds, according to Department of Commerce. Imports of candy into this country were practically the same as in 1943 with Cuba and Mexico again accounting for 97 per cent of the total.

### GI Sugar Factory

KUMMING, China—It didn't take the battling GI's long to provide for their favorite confection. With the arrival of armed forces the Thieves Market took on new importance for it houses a PX Candy Factory which is now functioning to supply the wants of candy starved servicemen.

### Opens Jobbing Office

LOS ANGELES—Bill Anderson, formerly with Owl Drug, has opened a candy and tobacco jobbing house at 145 S. Vermont Ave. Firm is known as Barton-Oakes Cigar Co.

COIN  
MACHINE  
REVIEW

46

FOR  
JULY  
1945

Remember—

**NO ONE**  
Ever Complained Of  
Your Machine Being  
**TOO CLEAN**

*Pan Confections*

345 West Erie Street, Chicago 10, Illinois

"I don't see how any operator can get along without your paper."

**The NORTHWESTERN**

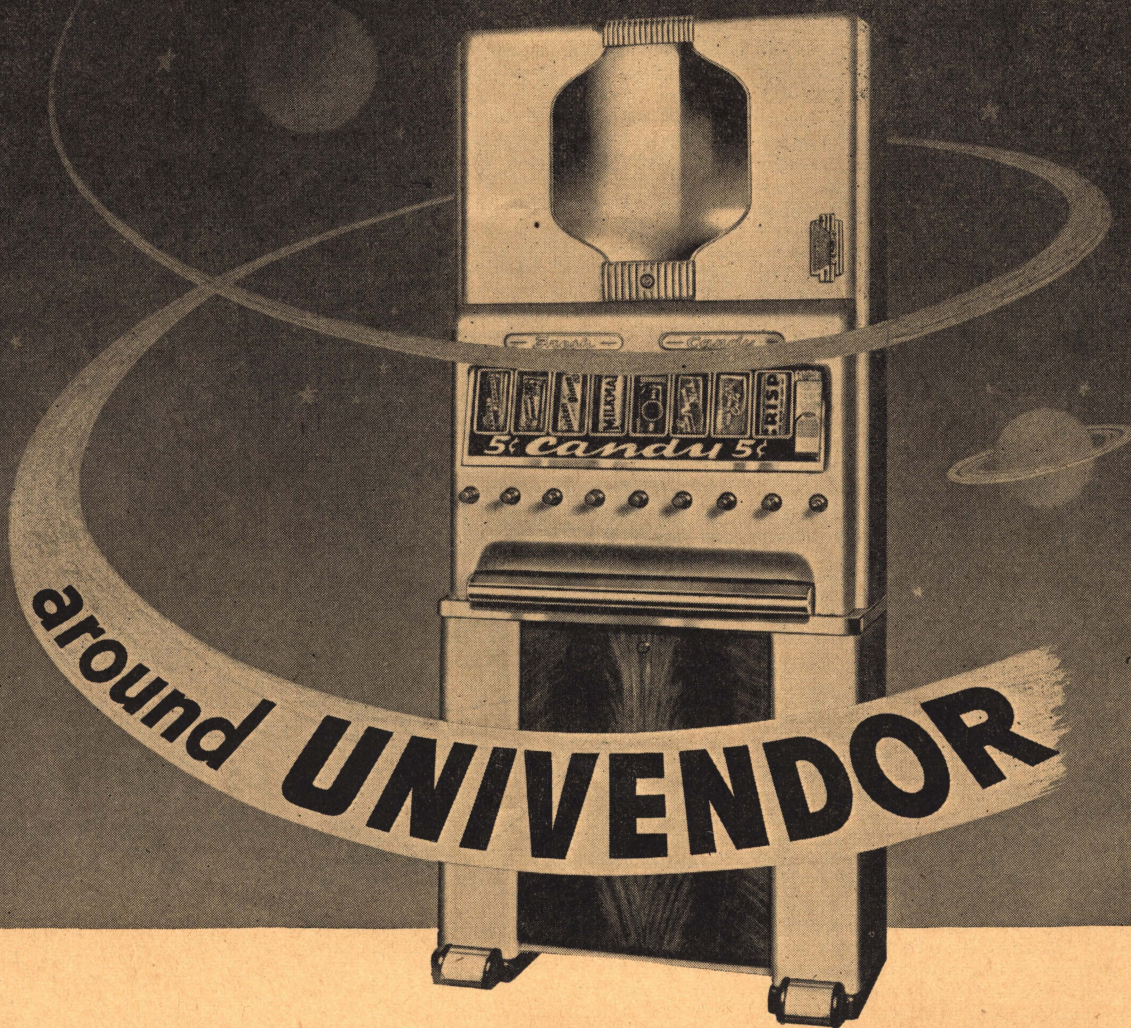
Here is an invaluable service for every operator. Regardless of what machines you operate, you'll find it a mighty wise move to keep in touch with the fast growing bulk vending field. The Northwestern is packed with vital information, service hints, ideas to help you make and save money. It's yours for the asking—just tell us what you operate.

IT'S FREE!

**Northwestern**  
MORRIS, ILLINOIS



# Plan your Future...



COIN  
MACHINE  
REVIEW

47

FOR  
JULY  
1945

Decide now to operate the candy vendor that has proved itself dependable. Learn, as UNIVENDOR operators everywhere are learning, that it's a real asset to operate the finest equipment. Profit from the savings in time, money, and customer good will that result from operating the machine that always "delivers the goods."

Stoner's full capacity is still devoted to producing vital materials for our armed forces. But the day is coming when we will again be making UNIVENDOR, the machine that makes friends. It will be finer than ever, so watch for this new UNIVENDOR . . . and for a share in total Victory, KEEP BUYING BONDS.



## STONER

MFG. CORP.

*Aurora, Illinois*





# The Candy Bar ... and A New Knight In Shining Armor

(EDITOR'S NOTE: This article was prepared by the editor of THE REVIEW for publication in "Chocolate Chat"—a house organ published in Philadelphia and circulated to candy manufacturers all over the nation. The facts and possibilities set forth are certain to result in a more sympathetic consideration for the vending machine operator in the years ahead.)

IN THE EARLY YEARS following the war a new sales "Knight in Shining Armor" will emerge to provide a new sales outlet for candy bars and bulk and pan confections in such astronomical quantities that current guesses will be dwarfed by the ultimate proportions of its final production. I am speaking of the coin-operated automatic candy bar and bulk vendors which have already made a name for themselves in the vending of this particular type of merchandise; but the surface has not even been scratched.

In 1940 our Government revealed that there were 250,000 candy vendors in operation in the nation and these machines vended more than 625 million bars per year. Total investment in equipment was estimated at \$8,750,000. In a recent poll it was found that operators would need more than three billion bars in the first few years following the cessation of hostilities. This figure may be considered most modest for only a cross-section of larger operators in key cities were polled.

In the April issue of the THE REVIEW, Herbert R. Ebenstein, vice president and general salesmanager of Pacific Automatic Candy Co., confidently expressed his belief that "sale and distribution of 5 cent candy bars through vending machines will soon equal, if not surpass the volume of sales by non-mechanical means." He based his estimate on the fact that during the last 15 years sales via vending machines have consistently increased, reasons for which are apparent. Ebenstein summarized like this: (1) Merchandise sold through vending machines is better displayed to catch the public's eye and there is no confusion in the display. (2) Vending equipment can be placed in most auspicious locations where it would not be possible to place a showcase or a counter display. (3) Vending machines are on the job 24 hours of the day, giving incessant service.

Manufacturers of coin-operated candy vending devices in the pre-war years have already evidenced their intention to continue manufacturing new and improved vendors providing for a wider range of bars, and more than two dozen prominent manufacturers have announced that they will manufacture candy vending devices after the war. Great progress is certain in the appeal of vendors, with the addition of multi-colored plastics, mirrors and chrome. Change-making devices are promised which will convert a quarter or a half dollar into nickels to aid the patron in making his purchase via the automatic vendor.

What are the mechanics behind coin-operated vendors? The pattern is simple. The machines are manufactured by reputable manufacturers and sold to men classified as "operators" through jobbing and distributing outlets, or through special representatives. These factors sell the machines to operators who buy them in quantities as large as 5,000 units or more, and place them on various types of locations, such as industrial plants, drug stores, restaurants, cocktail lounges and taverns, filling stations, bus depots, etc., on a percentage basis. The operator services the machines regularly, fills it with new merchandise, removes the receipts, makes a report to the location owner on the "take," and either pays him his commission on the spot, or sends him a commission check at the end of the month. The latter procedure is more prevalent with larger operating organizations.

(See NEW KNIGHT, Page 52)

## Sugar Reduction Critical

WASHINGTON—An examination of the acute sugar shortage, and information resulting from testimony of candy manufacturers at emergency hearings in Washington, indicate that the sugar reduction may go to 45 per cent.

Reasons mentioned for the shortage included the loss of sugar producing areas in the Pacific, reduction of the domestic sugar beet crop, a U. S. contract in 1943 with the Cuban Sugar Stabilization Institute with a limitation on Cuban production, the government's failure to purchase Cuban blackstrap molasses production of 1943 and 1944, and heavy requirements of the armed forces.

# A Prize Winning Corn Game

By George F. Eby  
of Pan Confections

"Cleanliness is next to Godliness!" This truism from the world's greatest book should be forever foremost in our minds, and especially in the minds of operators of candy vending devices. There is no such thing as being too clean, so you might try pollinating your neighbors and operator-competitors with cleanliness along the line of reasoning used by an up-to-date farmer.

The farmer, who for years grew prize winning corn, always sold his prize winning seed to all of his neighbors; and when asked why he did so, replied: "When the wind blows from the neighbor's field it pollinates my corn and I want only the best pollen so I sell my prize winning seed to my neighbors."

Why not practice this same principle in the vending business, too—keep your machines at a prize winning level of sparkling cleanliness and sell your neighbor the prize winning cleanliness seed.

Clean machines will eliminate the disease of failure!

## Candymen Buy Bonds

BALTIMORE, Md.—More than \$400,000 in United States War Bonds have been purchased by the candy industry in Baltimore. This includes manufacturers, jobbers and salesmen. John Wintz, local sales representative for one of the most important and largest candy manufacturing concerns of this market, is general chairman of the drive.

Last year, at the Sixth War Loan Drive, the industry went over the top, subscribing more than \$2,000,000. It had set \$860,000 as the goal that year, and for the current drive—the Seventh—it has set \$800,000 as its goal. It is felt that it will again go over the top in the current drive. J. Fred Birkmeyer, president of J. F. Birkmeyer & Sons, candy manufacturer and former president of the Maryland Wholesalers Association, is chairman of the manufacturers committee. I. F. Kartman, president of Lord Baltimore Candy & Tobacco Co., is chairman of the wholesalers' committee. T. Donald Elliott, local sales representative for D. Goldenberg, Inc., of Philadelphia, and the Baltimore manufacturers, is chairman of the confectionery salesmen's committee.

## Gum Coming

NEW YORK—Reliable sources here have it that standard brands of chewing gum will be back on the market in about six months.

COIN  
MACHINE  
REVIEW

48

FOR  
JULY  
1945

## What Are YOUR Post-War Plans?

• VIKING is making its plans now for  
NEW VENDING MACHINES & SUPPLIES

for operators in the months ahead. Several important connections will permit us to serve you better than ever before. Tell us what your needs will be. Send us your name and address for additional information.

Viking Specialty Company

530 GOLDEN GATE AVENUE

SAN FRANCISCO 2, CALIFORNIA

## CANDY-CANDY

Operators' Assts.—25% Dep.—24-Hour Service.

#74 15 1-Lb. Boxes Choc. Nut Clusters.....\$8.96  
#66 12 1-Lb. Boxes Stuffed Fruit..... 6.85

# 9 MIRROR CHEST.....\$1.32  
#10 Cedar Chest, Mirror in Lid..... 1.89  
#10 Cedar Chest & 1 Lb. Fruit or Choc..... 2.49

#59 Large Mirror Gift Chest & 1 Lb. Choc.....\$2.85  
#11 Portable Mirror Bar, 19 Piece..... 3.25  
#11 All Mirror Swivel Vanity, Doz..... 27.00

#1450 6 Cedar Chests, Mirror in Lid, with 1 Lb. Each Stuffed Fruit or Choc. Nut Clust.....\$14.50

Dolls-Bears-Razors-Pushcarts, etc.

DELUXE SALES CO.

BLUE EARTH, MINN.



# CIGARETTE VENDING



## New Horizons for Cigarette and Candy Vending Machines

by R. Z. GREENE  
of Rowe Manufacturing Company

WHILE the future in this cockeyed world is unpredictable, we have every reason to believe that the future of vending machines is unlimited. In my opinion, the greatest progress after the war will occur in the four A's of industry—automobiles, airplanes, air conditioning and automatic merchandising machines.

Why am I so optimistic? Not because of wishful thinking but because of facts that are self-evident. The vending machine industry made great progress during the last decade. Why did it make this progress? Because it fits the American way of life. Americans have always been known to be in a hurry, and they want what they want when they want it! The machine fills this demand. Because of this, Americans have learned to like vending machines.

Years ago, machines were found only in low-grade locations. Today they are accepted in every type of location. You find them in the finest hospitals, office buildings, theatres, in PX's, every type of army and navy post, and industrial plants. You even find them conspicuously displayed all over the eighty million dollar Pentagon Building in Washington. Vending machines have made their way.

### 15% of Cigarettes Sold by Machines

Candy and cigarette manufacturers regard vending machines as a most valuable form of distribution for their products and are vitally interested in the future of vending machines. Cigarette manufacturers first looked upon machines with disfavor. Today they recognize that machines provide them with many thousands of additional outlets. Machines are so important a part of cigarette distribution that before making any changes in their packaging, manufacturers consult operators to make sure this will not affect their product in machines. They are providing a special wrapper to vendors in states where pennies are returned with the package. Why do they do this? Because today approximately 15% of the total volume of cigarettes is sold through machines. This development has not gone unnoticed by the manufacturers of other products.

Without question, after the war there will be an unprecedented period of prosperity in the United States which will have its effect on our industry. There are billions of dollars of idle money in the hands of the public to be spent after the war. An important part of these savings will be used



R. Z. Greene

in the purchase of commodities sold through machines.

A vending machine in the early 'twenties was nothing more than a box to hold merchandise, a coin slot and lever. It could be operated with a "button off your shirt." The improvement since then has been tremendous. *However, the rate of development will be faster during the next five years than it was in the last twenty.*

A great deal has been said and written about scientific progress during the war, concerning plastics, lighter metals and many other developments that are certain to affect the construction and improvement of the future vending machine. The machine of tomorrow will not be as limited by the price and size of the article to be sold. It is within the realm of possibility to visualize a machine with an electric eye where you'll simply insert your money and get delivery by pointing your finger to the article you want. It may also be possible for the future machine to operate with dollar bills.

Electrically operated machines will definitely be a development of the post-war era.

With the enormous strides in refrigeration, entirely new fields for vending machines will open for the distribution of

(See NEW HORIZONS, Page 59)

## Cig Shortage Over?

NEW YORK—On June 14th popular brands of cigarettes were displayed openly on many retail counters here for the first time in many months, and dealers said there would probably be an easing of the nationwide shortage soon.

Retailers reported almost normal deliveries from five big brands. Spokesmen for the manufacturers said because of lessened military demands the situation will probably be normal by next January.

Lucky Strike was reported making 68 per cent of normal distribution, based on 1943 figures. This was 16 per cent more than last month.

Eighty-five per cent of the normal Chesterfield production is now being distributed by the manufacturer and Old Gold is credited with 98 per cent of normal distribution going to retailers.

Philip Morris—75 per cent of normal distribution, 10 per cent over May.

Camels—50 percent of normal distribution, 10 per cent over May.

## Women Buy Most Cigs

NEW YORK—Women are buying 69 per cent of the nation's cigarette supply but that doesn't necessarily mean they are smoking the same percentage of the cigarettes available. Figures were released following a survey by Fleming Hall Co., cigarette manufacturers.

Survey showed that smokers are getting only about 50 per cent of the value of the cigarette for 50,000 butts examined in various business establishment ash trays showed the average person smokes only one inch of a cigarette, and wastes half of his day's supply.

## Cig Exec. Honored

BOSTON—Walter R. Guild, managing director of the Cigarette Merchandisers Association of Massachusetts, was elected president of the Boston Trade Association Executives, June 11. This organization, which is affiliated with American Trade Association Executives, is composed of sixty-four managers of National, Regional, and State trade associations. Other associations managed by Guild are: New England Paper Merchants Association, Massachusetts Warehousemen's Association, Federal Emergency Warehouse Association of Boston, and Master Metal Finishers Association of New England, Inc.

## Wins Attendance Medal

MILWAUKEE—Carl Happel, of Badger Novelty Co., has been awarded a medal for perfect attendance at weekly drill sessions during the past two years, by the Wisconsin National Guard.

Carl gets into uniform and shows up at the Armory every Friday night, and on other designated nights, and has never missed a meeting for two years.

COIN  
MACHINE  
REVIEW

49

FOR  
JULY  
1945



# CIGARETTE Sidelights



An estimated 200 Clevelanders have something new in the way of jobs—they're cigarette shoppers. An operator here estimates that about 200 men spend most of their waking hours buying cigarettes throughout the city, and selling them in taverns for over-ceiling prices. "They seem to have grapevine information that gets them to a spot the minute cigarettes go on sale, no matter how often a change is made in sales hours." One such shopper interviewed said he was lucky if he made \$7 a day and lamented "I have to work like a dog for it." The man said he normally stood in line nine hours, and peddled five hours to make \$7. "It would be all right, maybe, if there weren't so many chiselers in this racket," he commented. "Some of these guys have a stand-in with the clerks and get three or more packs at a time."

Sign in an all-night restaurant in Hollywood: "Don't throw cigarette butts in your coffee cup; it makes them soggy and hard to light."

Newspapers in Cairo, Egypt, recently stated that David Bell, a British veteran who lost his sight and hands in El Alamein fighting, planned to open a tobacco store in Edinburgh, Scotland. King Farouk read the account and sent Bell 25,000 of his

best Egyptian cigarettes.

It was the famed Italian adventurer, Casanova, who made cigarette smoking popular in Europe. The first cigarettes were called paper cigars.

A research chemist has found that the lighted end of a cigarette has a temperature of between 1,200 and 1,325 degrees Fahrenheit—slightly above the melting point of aluminum and magnesium. Smokers don't get burned because air spaces in a cig are good insulators and the temperature drops off rapidly.

With Al Pearce, radio and picture star, it's cigarettes everywhere and not a one to smoke. Pearce has 300 odd cigarette packages plastered on the walls of his den. Oldest is 70 years old, and they're all too dry to smoke.

Benson & Hedges brands of cigarettes, including Parliaments and Virginia Rounds, are the first victims of a new FTC drive against advertising or labels that imply a British origin for a domestic product. FTC says the factory notice showing American origin of each of the B & H brands appears in minute size on the back or side of the package and is not visible from the front. The commission also objects to the way the firm uses such illustrations as the British royal coat of arms, and the Parliament building.

## Rowe On War Work

NEW YORK—The recent WPB order permitting the resumption of manufacture of vending machines is a step in the right direction but it means little as far as the Rowe Manufacturing Co. is concerned, unless vital materials are released and the firm's war work is either cut back or completed, said Arthur Gluck, vice-president. The government order prohibits the use of such essential metals as zinc, tin

and lead in the production of the machines.

"We are still heavily engaged in manufacturing bomb parts for the army and while that continues, very little of our facilities will be available for civilian production," said Gluck. Rowe has been engaged in war work for several years and is currently producing parts for the new M-69 incendiary bomb with which our B-29s are burning Japan's big industrial centers. The company has not made any vending machines since the government banned their manufacture shortly after Pearl Harbor.

"Even when we again start civilian production on a mass basis, no new models will be turned out for at least six months," he declared. "We have such a heavy backlog of orders for replacements that our immediate job will be to fill them as soon as possible with present models and postpone new models involving radical change in design until we have a breathing spell and a chance to retool. As of July 1, 1944, we have had on our books enough orders from our old customers to account for six months of our production when we reconvert. These orders were the result of the trade's satisfaction with our reputation and performance."

## Girls "Put," Men "Take"

MARBLEHEAD, Mass.—These days it's "put and take" cigarettes. A local lunchroom placed a box on the counter with a pool of 12 cigarettes and a sign, "If you have cigarettes leave one, if you haven't take one."

The pool fluctuates, the management reported, but there have been as many as 35 in the box at one time. Study in human nature has proved, so far, that the fair sex generally "puts" and the "superior" male "takes."

COIN  
MACHINE  
REVIEW

50

FOR  
JULY  
1945

# We pioneered... You profited!

Twenty years ago the first cigarette vending machine ever built was by Rowe. Today, the best machine ever built is by Rowe. Operators know that when they again buy Rowe, they will have a machine into which have gone years of painstaking experiment, engineering and design to create an operator's ideal of economy and value, a serviceman's ideal of efficiency, and the public's ideal of performance.

We know Rowe machines are good. We're the world's leading manufacturers of cigarette vending machines. We are also the world's largest operator. We want only the best. We want to keep service and servicing costs to a minimum. You reap the benefit of what we demand when you, too, operate a Rowe.

The Rowe machine today incorporates these features which Rowe pioneered:

- ★ slug ejector with magnetic field
- ★ shift columns for greater capacity
- ★ coin mechanism which accepts any combination of nickels and dimes
- ★ operation at 20¢ of all combinations of coins without mechanical adjustment
- ★ columns which take standard or king size packs

The Rowe machine of tomorrow will incorporate Rowe 'exclusives' of the past—and some surprises! For we believe pioneering is a continuous process. Right now, on Army orders, all Rowe hands have turned to the production of M-69 Cluster Bombs with destination Tokyo. But it won't be long before Rowe again returns to peacetime manufacture of the world's finest cigarette vending machines. Rowe, first in the field, will lead again.  
And your profits will follow.

**Rowe** MANUFACTURING CO., INC., Belleville, N. J.  
World's Leading Manufacturers of Automatic Merchandising Equipment





*Attention*

cigarette  
machine  
operators

You've waited a long time—but the news we have is good news for you.

We have acquired all the patent rights, tools and dies used in the manufacture of the original U-Need-A-Pak Cigarette and Candy machines.

Our engineering department has certified various startling changes; and, as soon as war conditions permit, we will resume production immediately.

Our new cigarette vendor, the "Monarch," retains all the simplicity in operation with which the name "U-Need-A" has always been associated—and, we've added many new features.

Plan your Post-War operation now! Inquire today about the new U-Need-A "Monarch"—the proven cigarette merchandiser designed strictly for your profit!

**U-Need-A Vendors Inc.**  
*Manufacturers of Merchandising Machines*  
Union City N. J.  
2715 Summit Avenue

COIN  
MACHINE  
REVIEW

51

FOR  
JULY  
1945



# Economy Supplies The Nation!

Large Mercury Switches.....\$2.50 Ea.  
Small Mercury Switches..... 2.00 Ea.  
12" P.M. Speakers.....\$9.50 Ea.

Micro Switches for Rock-Olas and  
Wurlitzers .....85c  
Projection Lamps, 750 W., 200  
Working Hours .....\$4.75 Ea.

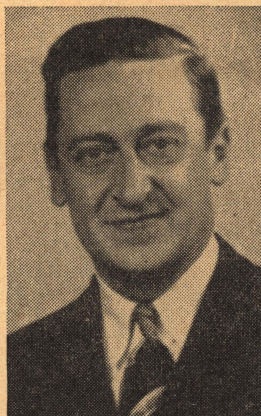
Terms: 1/3 Deposit With Order, Balance C. O. D.  
Write for Price List of Parts, Supplies, Tubes, Fuses, Wire, Etc.

## ECONOMY SUPPLY COMPANY

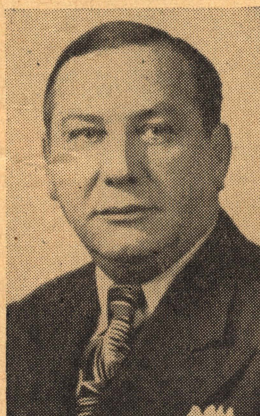
615 TENTH AVE. ★ NEW YORK ★ BRyant 9-3295



Leo Willens



William Moore



Jacob Breidt

### "The Monarch" Coming

UNION CITY, N. J.—U-Need-A Vendors, Inc., located at 2715 Summit Avenue, have acquired all of the patent rights, as well as tools and dies which were formerly used in the manufacture of the original U-Need-A Pak cigarette and candy machines.

The new firm will release its cigarette vendor, "The Monarch," as soon as the lifting of priority manufacturing restrictions permit. Members of the firm, pictured above, include Leo Willens, formerly associated with the original U-Need-A Pak; William Moore, vending machine operator for the past 15 years; and Jacob Breidt, head of the Hudson Cigarette Co., New York.

### NEW KNIGHT

(Continued from Page 48)

Where do these operators get their stock? In the past, due to the embryo stage the business was passing through, operators purchased their candy through jobbers as they needed it. This picture will change terrifically after the war. Many operators are already dealing direct with candy manufacturers and placing orders that make candy jobbers orders look like chicken feed. This condition will be amplified after the war when operators can purchase all the vendors they will need for the million or more locations awaiting coin-operated candy vendors. These operators will insist on dealing direct with the manufacturers, or through their factory representatives, and their volume will be of such a proportion that it will be eagerly sought by manufacturers in the competitive years ahead.

We have found this true in the case of cigarette manufacturers. Before the war, manufacturers were offering the operators all kinds of inducements to get their products into the limited number of columns in the cigarette vending devices. This condition will return again when competitive candy manufacturers recognize the mer-

chandising ability of the "Knight in Shining Armor" after the war. Just imagine the sales volume possible on ONE type of candy bar in almost a million vendors throughout the country! Keep this thought in mind—it's a forecast that is positively certain of ultimate reality.

Do you question the ability of coin-operated devices to sell, or kill, a product? Then look back at the history of the industry. In recent weeks "Rum and Coca-Cola" became the number one request tune on the thousand or more independent record-playing radio stations. Why? Not because it was on the "Lucky Strike Hit Parade" or listed as a favorite in any poll. In fact, the networks frowned upon or banned it, and classed it an advertising tune. Despite that fact the public wanted it, and the 400,000 coin-operated automatic phonographs gave the American public what it wanted and the platter is certain to sell in excess of three million copies—thanks to the sole promotion of coin-operated devices.

This can also become a reality insofar

as candy bars and bulk and pan confections are concerned. The coin-operated device is a mighty force to be reckoned with, its owners and operators a group to be cultivated, in anticipation of tremendous new merchandising records in the years to come. THE REVIEW, 12 years old, and one of the real pioneering publications in the field, has sensed every possibility for various types of coin-operated devices in the years past and has always been the first to create a specialized department for that particular field, encourage its development and aid in its expansion. When the trade press in general was frowning on the so-called "juke box" (or as we prefer to call it—the automatic phonograph) THE REVIEW created a department for it, surrounded the operators of these machines with helpful and cooperative services, a record reviewing department, and was definitely instrumental in moving many hundreds of men into independence by establishing the 400,000 automatic phonograph network now in operation across the country.

THE REVIEW has likewise perceived the future in automatic vending of candy, in its various forms, and has created a department to further the field and prepare thousands of operators for entry into this field when equipment is again available.

Yes, miracles are ahead in electronics, automobiles, the family kitchen—but don't lose sight of the "Knight in Shining Armor"—a mighty sales agent for candy in a million or more locations after the war.

### Maid Clips Fry

ST. LOUIS—Imogene Lee, 18 year old negress, was arrested here May 28th after stealing \$15,000 worth of jewelry from the home of Mr. and Mrs. Benjamin Fry.

Police said Miss Lee told them she started working for the Frys on May 20th. Two days later, she stole wedding and engagement rings, a necklace and a bracelet, all set with diamonds, from a bedroom. She took them to East St. Louis where she pawned some of the articles and sold the remainder for a total of \$1390. The jewelry was recovered.

Fry is connected with National Vendors, Inc., peacetime manufacturers of cigarette and candy vending machines.

\* \* \*

The young reporter was told to cut his story to the bare essentials. So his next one came out this way:

"J. Smith looked up the elevator shaft to see if the car was on its way down. It was. Age 45."

\* \* \*

### BONDS BOMB BUMS

## We're Now "AT HOME" In A New Location!

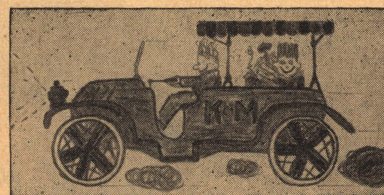


CALL

EXposition8811

for

K & M SERVICE



In our new location we have improved facilities and more room for precision shop work. We suggest you visit us and give us a chance to demonstrate our expert repair service.

NOW AVAILABLE—First release of the new LA MARR Star Records:  
#422 I'LL FOLLOW YOU  
DO DO BABY

featuring the FOUR TONES

A sensational disc that is really collecting the coin. NOTE: We are National Distributors. Limited number of distributing franchises available in other states.

**K. & M. SERVICE**

1913 W. PICO BLVD.

LOS ANGELES 6, CALIFORNIA

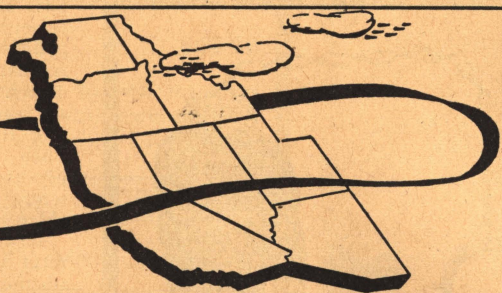
COIN  
MACHINE  
REVIEW

52

FOR  
JULY  
1945



# In the West



## Los Angeles

Route changes continue to dominate the news picture. M. Tillitson, Long Beach, purchased the Santa Monica operation of Bill Mason through General Music; Nick Carter sold a route of 12 Skee Balls, in Los Angeles, to L. B. Webb and another route of 20 Skee Balls and Ray Guns, in the city, to Herschel Ozer; Jean and Dolores Minthorne purchased 50 phonographs on location in Bakersfield from Mrs. Phil Brown; and Bringas and Trevino have taken over the route of Charlie Peverly in Oxnard.

Leon Sarkisian, former San Francisco operator, visited the Laymons on June 13th. Leon now operates the Elbee Raisin Co., Fresno—the third largest raisin outfit in the country.

Another former operator in town calling on old friends was Russell Hooker who now covers Arizona for Toledo Scale.

J. R. Donaldson, former Bellflower operator, is operating in the Salinas area.

J. A. Ewing, erstwhile Bakersfield operator, has joined with Al Remington in the operation of the Wagon Wheel Lodge in Jackson, Wyoming, and promises visiting operators plenty of cutthroat and Mackinaw trout.

Fred Trevillian has disposed of all his interests in the Hawaiian Islands and expects to devote his full time to his Santa Barbara operations.

Milton C. Amundson is the new shipping clerk at Coinmatic Distributors. Milt, an ex-Sergeant, was recently discharged after 52 months of service in almost every part of the globe.

It took 12 stitches to close the cut on Nels Nelson's lip when his Packard met up with a car parked on the highway sans lights.

D. J. Davidson is back from a trip to the Eastern Seaboard. And so is Bill Simmons who took in Kansas City, Chicago and waypoints on his trip.

Dolores Minthorne is back at the office after a week at home with a sore throat.

Sgt. Bud Holloway, former San Bernardino operator, has been passing out the cigars since Terry Lynn arrived May 9th.

Elias Schwartz has been discharged from the army and is accumulating equipment to re-establish an operation.

A. M. Keene, Taft, left June 24th, from Seattle, on the Princess Nora for a trip to Skagway, Alaska.

Mr. and Mrs. Carl Collard, San Bernardino, and Mr. and Mrs. Charles Washburn took in the races at Santa Anita on the 8th and found the price of hay and oats to feed the "burners" had increased considerably since the last racing season.

Miss Marie Solle is the new secretary at W. H. Leuenhagen's. Bill is looking at boats and has his eye on some government surplus if the right thing comes along.

Globe Electronics will close their Los Angeles office on July 1st and continue service to their customers from a home address.

Mr. and Mrs. Ben Corenblum are back from Rochester, Minn., where Mrs. Corenblum underwent a series of operations during the past three months in the Mayo Clinic. She is improving rapidly.

Joe Nemesh, Seeburg distributor in Cleveland, has returned East after a visit

on the coast which included some time with the Minthornes.

Bill Wolf, of California Amusement, has a box at Del Mar for the racing season coming up next month.

The Riddell Co., Pasadena, has installed a Gray-Mills Flo-Bac cleaning system, acquired from Alpha Distributing.

Nick Carter has outfitted an Arcade at Faunskin, Big Bear.

Milton Lange is reported to have purchased a 3-story office building on Brand boulevard in Glendale.

Funeral services were held June 8th for J. Frank Williams, 65, who had been connected with Abbott-Kinney Venice Pier concessions for a number of years.

Bud Parr tells the tale of three Russians, trying to express themselves in English. They were trying to tell of a certain young lady, unhappy because she was childless. "She is unbearable," said one. "That is the wrong word," the second corrected. "She is inconceivable." "You, too, are wrong," said the third. "You mean to say that she is impregnable."

In town for equipment, parts and supplies, and putting in an appearance at the Laymons during the past couple of weeks were Harold Preshner and Art Dawes, San Diego; J. W. Olson, San Pedro; Mrs. Phil Brown and Paul Butts, Bakersfield; Bill Oaks, Martinez; Roy Garrison, Phoenix; Al Bandhauer, Inyokern; Harold Murphy and Jim Hume, Palm Springs; Dick Sharpe, Santa Ana; Walter Murra, Downey; J. G. Delgado, Ventura; Perry Irwin, Ventura; L. G. Leonard, Santa Maria; C. A. Russell, Lake Arrowhead and L. A. Lorang, Yuma.

Paul Puner, president of Musicraft Corp., New York, spent some time on the coast the past month working out production and distribution details with Harry Fox and Art Schwartz.

Morris Burke, formerly with the Gans Co. and now of Trident Sales Co., is back home after being discharged from Prospect Heights hospital, Brooklyn, where he underwent major operations.

The Los Angeles Tobacco Table enjoyed a treat when Bert Levine, formerly of Rowe Service Co., appeared and kept the members in an uproar for 15 minutes with his lively session of "Laughter in Rhyme."

Jay Nemesh, Lakewood, Ohio, and K. F. Wilkinson, San Antonio, dropped in at local establishments during the month to tell of operating in their respective parts of the nation.

George Kelly, serviceman for Laymons, has joined Uncle Sam in the scrap with the Japs.

Bert Annear, formerly with Decca and Victor, heads up the Majestic record department at Roach-Driver in Los Angeles.

AOLAC continues its excellent program of donating to worthwhile public services and institutions and has some dandy thank you letters from the Las Benevolas of the

**Announcing Our Removal to  
New and Larger Quarters at  
1347 WEST WASHINGTON BLVD.  
LOS ANGELES 7, CALIF.**

**In our new location added floor space  
will permit us to carry larger stocks of**

**ONE BALLS CONSOLES SLOT MACHINES  
ARCADE EQUIPMENT**

**We cordially invite you to visit us in  
our new location.**

**PACIFIC COAST DISTRIBUTORS**

1347 W. Washington Blvd.

All Phones: Richmond 5527

Los Angeles 7, Calif.

**KEY RINGS  
NICKEL NUDGERS  
(Convenient Change Device)**

**LIGHT BULBS FOR  
GAMES (ALL SIZES)**

**—Before Buying See—**

**PAUL A. LAYMON  
DISTRIBUTOR**

1503 West Pico

Los Angeles 15

COIN  
MACHINE  
REVIEW

**53**

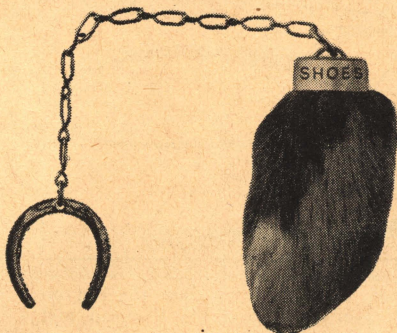
FOR  
JULY  
1945



## Throw Away Your Rabbit's Foot!

You won't need it when we do your repair work for Operators Service has that "know how" that means once a machine is properly repaired by us it's the best repair job available today.

We specialize in repairing amplifiers, repairing Super-Bells, One Balls and Five Balls. Bring us your "tough ones." We'll not disappoint.



## OPERATORS SERVICE

(Jimmie Rutter)

2307 W. Pico Blvd.,

DRexel 5015

Los Angeles 6, Calif.

Assistance League; Lt. Low of U. S. Pacific Fleet Air Force; Captain B. L. Canaga of Navy V-12 Unit at University of California, Berkeley; Non-Com Officers' Mess at the Redistribution Station in Santa Barbara; and the L. A. Gaelic Athletic Ass'n.

Lucille Laymon spent the 14th with the Red Cross Mobile Blood Bank at 20th Century-Fox Studios.

Charlie Robinson is getting a big kick out of telling of the true story Winchell sprang in a recent column. It seems the guests in a Cairo hotel were awakened one night by wild screaming in the corridor and discovered a beautiful gal in extreme negligee fleeing madly from a gentleman who was, to put it bluntly, peeled. The next day it developed that the impetuous Romeo was an English major. He was promptly court-martialed. His lawyer won his acquittal by virtue of the following paragraph in the army manual: "It is not compulsory for an officer to wear a uniform at all times, as long as he is suitably garbed for the sport in which he is engaged."

Captain Austin Ellis, former auditor for the Laymons, is now stationed in San Diego after 2 years overseas with the Marines.

The page boy hat Gladys Washburn wore to work one morning last week made her a few dollars. A. M. Keene acted as bookmaker to handle a bet on a horse "Page Boy" running the same day and Gladys "took" the best damned newspaperman in the town of Taft.

Carl Zamlock isn't looking for Bill Hoppel no mo'. In fact, he's trying to evade him since Bill clipped him for a bunch of Morgenthau lettuce at a little gin rummy party in Carl's suite at the Biltmore.

Harold Presher and George Wheelock, San Diego, Al Anderson, Shafter; George Bacon, Bakersfield, and Ray Reynolds, Big Bear were spotted all in one afternoon at Jack Gutshall's picking up those hard-to-get parts. "If they're hard to get the boys just naturally come here," declared Jack.

Recent out-of-towners at Badger Sales included R. J. Hogan and Charles Anderson, Phoenix, in to chat on new Rock-Ola deliveries; M. D. Close, Provo, Utah and William Carsten, Milwaukee. Carsten operated extensively in Wisconsin and has decided to establish an operation out here when new equipment is available. In the meantime he is operating a 20 unit tourist camp near Pomona.

Jack Gutshall has three girls now at work in his offices caring for the tremendous numbers of orders coming in for the records he has been advertising consistently in THE REVIEW.

Mr. and Mrs. Ed Johnson (he will be remembered as a former Seeburg salesmanager) were guests of Bill Hoppel at dinner at Ciro's June 9th. Hoppel's nephew and namesake, is here for a 30-day furlough from the navy—the first leave he has had in a year. He is being transferred to a new ship.

## San Francisco

Opinion is divided about the vexatious problem of cigarettes. Some operators believe that the best policy is to service the vending machines with their total available supply and what happens afterward is out of their hands, while others contend that as scarcities invariably result in hoarding if not checked somehow, it is advisable for the sake of fairer distribution to let location owners sell the cigarettes, one

pack at a time to a customer. Unfortunately neither is a happy solution, as whichever policy is being pursued the consequence is that the vending machines are often empty. However, the public has become so inured having to quest for cigarettes that there is no reason to suppose that when the balance is restored between supply and demand they will feel more resentful toward vending machines than about drug and tobacco stores.

Jack Glenn, head of Glenn-Rowe Cigarette Vending Machine Co., has the distinction of being the first to introduce cigarette vending machines in this territory, and has consistently carved out a signal success in the field. Glenn was born in Virginia, became interested at an early age in the various phases of the tobacco industry, and functioned in it in diverse capacities. When he decided to enter into the vending machine business, of course it was with cigarettes. Glenn said, that as his was a pioneer venture, he surveyed the situation carefully as to its potentialities and came to the conclusion that to win customer acceptance there were several essentials to be observed: the best available equipment, the most popular brands of cigarettes, and unremitting, reliable service at carefully chosen locations. He never deviated from these principles and the constant growth of his organization is proof of his sound judgment. Now his territory extends to Marin County and down the peninsula, and way down South past Santa Cruz. After the war Glenn intends to buy a lot of equipment.

Jack Glenn belongs to many organizations: Chamber of Commerce, Market St. Club, Down Town Club, Olympic Club, and several golf clubs. Golf is his hobby, and he usually plays Sundays with his good friend R. A. Parina, prominent operator and distributor for Arthur H. Du Grenier, Inc.

Over twenty employees of the Glenn-Rowe organization are now with the armed forces who will find a hearty welcome and a place waiting for them upon their return to civilian life.

H. G. Walters Company's interests center on candy, gum and popcorn. Firm has many choice locations throughout Northern California in theaters, department stores, and diverse other establishments. Walters started ten years ago mainly with candy and gum. During the war years popcorn has become of increasing importance. Walters is not only a vendor but a processor and distributor of the many variations in which corn can be turned into a confection. The firm operates two factories: headquarters are on Natoma St., warehouse, point of distribution, plus factory is on Howard, and the Korn Crib down the peninsula. H. G. Walters Co. deals in raw and popped corn, manufactures its own Caramel Corn, and Popcorn Brick, all of which are in tremendous

(Turn to Page 56)

COIN  
MACHINE  
REVIEW

54

FOR  
JULY  
1945

## DURA-HEAT

ELECTRIC SOLDERING IRON.  
Underwriters Lab. Approved.  
Extra fine for operators.  
Guaranteed

100 or 150 Watt.....\$7.95

Write for prices on other sizes

— SEE —

**PAUL A. LAYMON**  
DISTRIBUTOR

1503 West Pico Los Angeles 15

## IF THEY'RE HARD TO GET— WE'VE GOT' EM!

BOURBON—SCOTCH—RYE—CORDIALS  
BONDED LIQUORS—IMPORTS  
CHOICE WINES—EASTERN BEER

We Talk YOUR Language—Come On In!

**FRANK ROOT LIQUOR STORE**

3345 West 8th Street

Los Angeles, Calif.

FItzroy 5190



**GOLD CHROME CASTINGS.....\$45.00**

3 piece sets, completely drilled and tapped. Includes:  
denomination button, coin cup, metal award plate,  
reinforcing bar

**GOLD CHROME CABINETS.....\$14.50**

NEW—These are not rebuilt

**DISCS, CH or SP.....\$5.50**

Quantities of 25 or more.....4.75

**20 STOP STARS.....set \$4.50**

Quantities of 25 or more..... 3.25

**New Knee-Action Attachments.....\$4.75**

Now available

We have all types of coin machine parts at the best  
prices. Write TODAY. DELIVERY TOMORROW.

**Central Manufacturing Co.**

4245-47 Fullerton Ave

Chicago 39, Ill.

SPAulding 1670-1

*Don't Let Your*

*Subscription Expire!*

PAPER RESTRICTIONS MAKE IT NECESSARY  
TO CUT OFF YOUR COPIES THE MINUTE  
YOUR SUBSCRIPTION EXPIRES. SUBSCRIBE  
AHEAD TO BE SURE OF NOT MISSING A  
SINGLE ISSUE.

### SUBSCRIPTION EXTENSION

THE REVIEW:

Under your special Subscription Extension Offer please  
credit my account for the following number of issues:

5 YEARS (60 issues).....\$3.00

3 YEARS (36 issues).....\$2.00

Name.....

Firm Name.....

Address.....

City..... Zone..... State.....

Mail to

**COIN MACHINE REVIEW**

1115 Venice Blvd.

Los Angeles 15, Calif.



**Are You Behind the 8-Ball  
for**

**SKEE BALL PARTS**

We carry in stock for immediate delivery:

QUADRANT GEARS

PULL DOWN ARMS

NEW BALLS FOR

GLASSES FOR '37

SKEE BALLS

SKEE BALLS

**—Seeburg Gun Operators!—**

We will be glad to explain how you can  
convert your Seeburg Guns to use an ordi-  
nary automobile tail light globe instead of a  
#1489. Stop in and let us show you how sim-  
ple it is. No charge—no obligation unless you  
care to buy the parts from us at a price of  
only 55c. Sorry, we cannot enter into corres-  
pondence on the method, so drop in at your  
first convenience.

**WE WANT TO BUY  
'36 and '37 SKEE BALLS**

**Any Quantity, Top Prices Paid**

—●—

**Nickabob Sales Company**

(NICK CARTER)

2525 WEST PICO BOULEVARD  
LOS ANGELES 6, CALIFORNIA

FAirfax 1461

COIN  
MACHINE  
REVIEW

**55**

FOR  
JULY  
1945



## ***SPEED — That's Us!***

**3-Day Motor Rewind Service**

**1-Hour Amplifier Service**

**1-Hour Tone Arm Service**

**ALL WORK FULLY GUARANTEED**

# **DEE'S SERVICE SHOP**

**1119 Venice Blvd.**

**Federal 7875**

**Los Angeles 15**

demand. In addition the firm has all the facilities to do its own packaging.

Walters plans expansion on a large scale once normalcy is restored. Larger premises and more equipment are the first steps to be taken—something far more important is in the offing which, however, would be premature to disclose now.

George R. Murdock of Associates, Rock-Ola distributors, has recently returned from Chicago where he visited the factory and conferred with the home office, and brought back information which should please operators, namely, that there will be no radical innovations in post-war phonographs. They will be very much like the eminently satisfactory models of '41-'42 but with great refinements in manufacture. Murdock said, "With much experience in war production Rock-Ola's methods and technique stepped up a long way. The new equipment will be far more trouble-free and simpler to operate." George returned via the Northwest in order to study post-war potentials there. On the final lap home from Seattle Murdock was accompanied by C. R. Merrill, his associate in Seattle. Merrill spent a week here to get acquainted with the set-up of the first Associates depot as this will be the model for other branches to be established later. Murdock said, "We have decided to reverse the usual merchandising procedure. Instead of having the parts and supplies department in the rear, we give it the most prominent display right out front. We adapt methods to the needs of operators to whom it is of the utmost importance to keep their equipment at a high degree

of efficiency—consequently we wish to excel in service." George R. Murdock, who twice during his career has been an operator, is thoroughly cognizant of the operators' problems, and can tell from personal experience what are the main essentials of building up a profitable business. They are: Good equipment kept in first rate condition but constantly and the psychological approach studying the preferences of the clientele. Two locations on the same block might have entirely different tastes in music. It is up to the operator to know which record will be popular. Once Murdock bought a route, and applying these underlying principles, with the same equipment, in the same locations, he had managed to multiply the profits.

Associates had the following visitors recently: Mr. and Mrs. Louis Dixon, Santa Cruz; Burley Jones and wife, Niles; Shirley Coil, associated with J. Ormes, Valley Spring; Harold Zimmerman, Ukiah; W. D. Tanner, of Tower Music Co., Fresno. F. J. Pechart's son from Gridley spent a week at the Associates' work shop for an intensified training in repair work.

Chet Garton, manager of the recently opened branch of California Amusement Co., is making rapid strides in popularity. The callers are many and so are the far-reaching post-war plans. Of course, present conditions are putting a crimp into most anything with supplies and labor so scarce; still, the repair department is functioning adequately, the showroom displays some gorgeous Singing Towers, other handsome phonographs, a lot of pin ball games, and a great variety of Arcade equipment. Among out-of-town visitors were: Frank Marty, San Jose; Coy and Hughes from Coy Amusement Co., Berkeley; A. Thompson, Vallejo; Ivy and Sonsa from Western Amusement, Albany; Red Davis, Mostly Amusement, Oakland; V. Dent, San Jose; Al Metzler, Salinas; T. Forsberg, Richmond; Asher Pizante, Vallejo; P. J. Bell, Watsonville; Chas. Clark, Tracy; Leon A. Sarkisian, Fresno; Burr Winslow, Clear Lake, and Matthew Lagier, Susanville.

Hank Maser recently returned from spending seven weeks East where he looked over the business situation, and made arrangements in regard to post-war business. Maser discussed some of his plans but does not wish to have them revealed as yet. Suffice it to say that some very interesting developments are pending.

A well established and progressive firm is the S. F. Operating Co., owned by Jack Kirby and Bill Duffin. While the firm operates a lot of other equipment, they are predominantly music merchants, specializing in Wurlitzer and Seeburg phonographs. S. F. Operating Co. has quite a

remarkable record library which is kept up-to-date with minute care. The firm is making a splendid altruistic contribution by giving hundreds of records every month to the Red Cross. Kirby said: "After we are through with a record it is still good for at least a hundred plays on home phonographs. Also records, quite new, which do not become quickly popular are included in the lot. We have followed this practice of giving our records to the Red Cross ever since the shellac situation improved and it was not necessary to return used records for scrap." Being alert to every opportunity, S. F. bought out, within the month, M. A. Pollard Co.'s Paramount Wired Music.

In addition to their activities in coin machines, Jack Kirby and Bill Duffin are interested in cattle raising. Little less than a year ago they became owners of a twenty thousand acre ranch boasting a 7-mile lake. "Wild Horse Ranch" is situated in Nevada, 65 miles from Elko. Kirby said that there is probably the best deer hunting in the country and the fishing is unexcelled. Six additional guest cabins have been erected, and Kirby and Duffin hope that their many friends will hear about it and will avail themselves of the proffered hospitality to share in the delights of "Wild Horse Ranch."

*Gisela Ney*

## ***Seattle***

The snip-snip of a pair of shears in the hands of Delilah exploded the myth of Samson's strength in days of Biblical lore; in our times of draft boards and war, the skillful manipulation of an examining physician completely shattered the legend of Super Strong Man Rudy Peterson.

The feats of muscle attributed to Coin Row's Lump Boy has distended eyeballs and brought forth exclamations of wonder and disbelief. Like the time two automobile bumpers were locked in mortal conflict. While the drivers were tugging and pulling, Rudy walked over, gently but firmly grasped one of the cars, and lifted it clear of the interlocking protrusion. Then he dusted off his hands and walked away.

Rudy met his Delilah months ago: a ferry boat. While carrying a game from its decks, the undulations of the boat unbalanced the cargo and Rudy felt sharp pain sear his back. When he marched off to his draft board with a 1-A card and a broad grin, the Row felt that the full weight of Northwest Coindom—or at least the best 300-plus pounds of it—would turn the tide of Victory more quickly.

But the board called it a cracked vertebra and the chagrined strong man returned home with his 1-A card pushed three notches up and five down. So bitter was the disappointment that Rudy wilted to a frail 250 pounds; if hostilities do not cease soon and thus end Rudy's brooding, he

*(Turn to Page 58)*

COIN  
MACHINE  
REVIEW

56

FOR  
JULY  
1945

## **Make More Money**

**Have your Slots reconditioned  
and brought up-to-date!**

**For operating satisfaction—  
bring your slots to**

**GRAHAM**

Now is the time to have your work done.  
We are in a position to give you better  
service than heretofore.

### **H. R. & ERNIE GRAHAM**

1212 E. Colorado Blvd. (rear entrance)  
Glendale 5, Cal. Citrus 2-2261

**If You Want  
to Buy**

**5-Ball Pin Games**

— SEE —

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico

Los Angeles 15



# BIG SUMMER CLEARANCE SALE OF COIN MACHINES

Order Yours Now for Spring and Summer Resort Season

All Machines Completely Reconditioned—If Not Satisfied Return Within 10 Days—Money Will Be Refunded

## ARCADE EQUIPMENT

|   |            |                               |          |  |          |
|---|------------|-------------------------------|----------|--|----------|
| 1 Photomatic .....                            | \$1,500.00 | 1 5c Jr. Basketball.....      | \$ 45.00 | 1 Texas Leaguer .....                                  | \$ 37.50 |
| 1 Smile-a-Minute .....                        | 950.00     | 2 5c 3 Col. Card Vender.....  | 45.00    | 4 Ten Pins .....                                       | 55.00    |
| 3 Bally Alley .....                           | 29.50      | 4 2c Muto. Card Venders.....  | 35.00    | 3 Mutoscope Peeks .....                                | 30.00    |
| 1 Roll in the Barrel.....                     | 110.00     | 4 5c Mills Peek Machines..... | 125.00   | 2 Traveling Crane .....                                | 80.00    |
| 2 Talkie Horoscope .....                      | 175.00     | 2 5c Coin Movies.....         | 165.00   | 2 Ray-o-Life .....                                     | 125.00   |
| 4 Anti Aircraft .....                         | 69.50      | 1 10c Blue Book Vender.....   | 175.00   | 2 Chicken Sam .....                                    | 140.00   |
| 1 Kirk Astrology Scale.....                   | 125.00     | 5 10c Panoram Peeks.....      | 299.00   | 1 Jail Bird .....                                      | 175.00   |
| 1 Kirk Astrology Scale, tall.....             | 165.00     | 1 5c Evans In Barrel.....     | 90.00    | 1 Shoot-the-Chutes .....                               | 195.00   |
| 3 Batting Practice .....                      | 135.00     | 1 5c Tokio Air Raider.....    | 195.00   | 1 Scientific Baseball .....                            | 87.50    |
| 2 Tommy Guns .....                            | 165.00     | 1 5c Bally Defender.....      | 375.00   | 1 Foot Vitalizer .....                                 | 80.00    |
| 2 Keeney Submarine .....                      | 189.50     | 1 5c Baseball .....           | 45.00    | 2 Wind Jammer .....                                    | 65.00    |
| 2 5c Bally Bull .....                         | 95.00      | 1 5c Exh. Hi Ball.....        | 95.00    | 2 Seeburg Astrograph .....                             | 59.50    |
| 1 5c Chester Pollard Golf.....                | 75.00      | 2 Mountain Climber .....      | 95.00    | 1 Western Baseball .....                               | 55.00    |
| 1 5c Chester Pollard Football.....            | 125.00     | 1 Love Pilot .....            | 165.00   | 1 5c Torpedo .....                                     | 160.00   |
| 1 5c Vi-Ader Foot Vibrator.....               | 75.00      | 1 Super Bomber .....          | 365.00   | 2 5c Air Raiders .....                                 | 235.00   |
| 1 5c Basketball .....                         | 60.00      | 1 Ace Bomber .....            | 325.00   | 5 1c Exh. Card Venders.....                            | 35.00    |
| 1 Radio Rifle with Film.....                  | 40.00      | 1 Drivemobile .....           | 325.00   | 1 5c Chi Coin Hockey.....                              | 215.00   |
| 1 Cigarette Vender .....                      | 45.00      | 3 Skyfighters .....           | 355.00   | 1 1c Exh. Fist Striker.....                            | 75.00    |
| 1 1c Iron Mutoscope Reel.....                 | 35.00      | 1 Stamp Vender Roll.....      | 50.00    | 1 Scientific Punching Bag.....                         | 195.00   |
| 5 Muto. Card Venders.....                     | 25.00      |                               |          | 4 Duck Pin Alleys, whole set, completely equipped..... | 395.00   |
| 1 Doll Rack Complete with Baseballs, etc..... | 75.00      |                               |          | 1 A.B.T.—Six Gun Aromatic Rifle Range.....             | 2,250.00 |

## ONE BALL PAYOUTS

|                         |          |                           |          |                        |          |
|-------------------------|----------|---------------------------|----------|------------------------|----------|
| 2 Grand Nationals ..... | \$ 95.00 | 3 Preakness .....         | \$ 20.00 | 1 Fortunes .....       | \$295.00 |
| 2 Grand Stands .....    | 75.00    | Mills 1-2-3 .....         | 75.00    | 1 Stepper Upper .....  | 80.00    |
| 1 Stables .....         | 30.00    | 1 Center Smash .....      | 18.00    | 1 Winning Ticket ..... | 95.00    |
| 1 Golden Wheel .....    | 25.00    | 2 Gottlieb Derby Day..... | 18.00    | 1 Pot Shot .....       | 65.00    |

## CONSOLES

|                              |          |                                  |          |                                |          |
|------------------------------|----------|----------------------------------|----------|--------------------------------|----------|
| <b>MILLS</b>                 |          | 2 Cigarolla—V Model .....        | 125.00   | Model .....                    | 75.00    |
| 2 4 Bells, 5c.....           | \$575.00 | <b>BALLY</b>                     |          | <b>EVANS</b>                   |          |
| 6 Jumbo Parades, Late Models |          | 1 Big Top, C.P.....              | \$ 95.00 | 2 Lucky Lucre, Late.....       | \$350.00 |
| Like New, C.P.....           | 139.00   | 1 Big Top, F.P.....              | 92.00    | 5 Galloping Domino, Late Head, |          |
| 1 Mills Square Bell.....     | 95.00    | <b>KEENEY</b>                    |          | Two Tone .....                 | 175.00   |
| <b>JENNINGS</b>              |          | 1 4 Way Super Bell, 3/5c & 1/25c |          | 1 Skillo .....                 | 325.00   |
| 3 Silver Moon 5c.....        | \$115.00 | Like New .....                   | \$875.00 | <b>PACES</b>                   |          |
| 1 Bobtail, F.P. ....         | 99.00    | 1 Skill Times, '38 C.P. & Ticket |          | 4 Saratoga's, '41 C.P.....     | \$ 95.00 |
| 1 Cubes .....                | 95.00    | Model .....                      | 95.00    | 1 Saratoga, F.P. & C.P.....    | 115.00   |
| 1 Liberty Bell .....         | 25.00    | 1 Track Times, '38 C.P. & Ticket |          |                                |          |

## SLOTS

|                                  |          |                               |          |                                    |          |
|----------------------------------|----------|-------------------------------|----------|------------------------------------|----------|
| <b>MILLS</b>                     |          | 5 1c Little Dukes, D.J.P..... | 17.50    | <b>CALLE</b>                       |          |
| 5 5c War Eagles, Glitter Finish, |          | 3 5c Duchess .....            | 35.00    | 1 10c Cadet, D.J.P.....            | \$150.00 |
| Club Handle 3-5 Pay.....         | \$175.00 | <b>WATLING</b>                |          | 2 5c Grand Prize Awards, D.J.P.... | 90.00    |
| 1 10c Arrow Vender .....         | 35.00    | 1 1c Rol-a-Top .....          | \$ 65.00 | 1 5c Gold Star.....                | 20.00    |
| 3 1c Twin Jack Pot.....          | 25.00    | 1 5c Baseball F.V.....        | 35.00    | 3 5c Cadet, D.J.P.....             | 100.00   |
| 1 10c War Eagle.....             | 180.00   | 1 5c Arrow, F.V.....          | 25.00    | 1 5c 2-4 Pay.....                  | 25.00    |
| 2 5c Arrow Vender—rebuilt.....   | 25.00    | 2 1c F.V. 2-4 Pay.....        | 25.00    | <b>GROETCHEN</b>                   |          |
| 14 1c, 5c Gooseneck ass't., ea.  | 20.00    | 1 F.V. D.J.P. 1c.....         | 25.00    | 2 Columbia Bell, G.A. or J.P.....  | \$ 65.00 |
| <b>JENNINGS</b>                  |          | <b>PACE</b>                   |          | 1 10c Superior Bell.....           | 85.00    |
| 1 10c Dixie Bell, D.J.P.....     | \$225.00 | 1 5c Comet, S.J.P.....        | \$ 72.50 | 1 25c Superior Bell.....           | 95.00    |
| 3 5c 4 Star Chief.....           | 150.00   | 16 1c Bantams, S.J.P.....     | 27.50    | 1 5c Superior Bell.....            | 75.00    |
| 1 5c Century, D.J.P.....         | 65.00    |                               |          |                                    |          |

## FREE PLAY GAMES

|                     |          |                    |       |                     |          |
|---------------------|----------|--------------------|-------|---------------------|----------|
| Bosco .....         | \$ 85.00 | Blondie .....      | 35.00 | High Hat .....      | \$ 69.50 |
| Seven Up .....      | 59.50    | All American ..... | 42.00 | Legionnaire .....   | 65.00    |
| A.B.C. Bowler ..... | 65.00    | Gold Star .....    | 42.50 | Four Aces .....     | 125.00   |
| Miami Beach .....   | 59.50    | Broadcast .....    | 59.50 | Sea Hawk .....      | 57.50    |
| Trailways .....     | 59.50    | Belle Hop .....    | 64.50 | Texas Mustang ..... | 90.00    |
| Pan American .....  | 42.50    | Polo .....         | 32.50 | Big Chief .....     | 44.00    |
| Metro .....         | 49.50    | Stratoliner .....  | 55.00 | Gold Cup .....      | 50.00    |
| Bordertown .....    | 45.00    | School Days .....  | 57.50 |                     |          |

## COUNTER GAMES

|                     |          |                                   |          |                                |          |
|---------------------|----------|-----------------------------------|----------|--------------------------------|----------|
| Pikes Peak .....    | \$ 30.00 | Base Ball .....                   | \$ 15.00 | Shocking Machines .....        | \$ 18.00 |
| Test Your Grip..... | 17.50    | Play Basket Ball.....             | 45.00    | Penny Horoscope .....          | 18.00    |
| Hit Hitler .....    | 27.50    | Major Series .....                | 16.00    | Skill-a-Rette .....            | 27.50    |
| Challenger .....    | 27.50    | Keep 'Em Bombing or Smack a Jap.. | 11.00    | Pick-a-Pack .....              | 9.00     |
| Whirl Wind .....    | 8.50     | Penny Ante .....                  | 11.00    | Lucky Smokes (New).....        | 15.00    |
| Jigger .....        | 8.50     | Wizard Fortune Teller .....       | 15.00    | 1c & 5c Ace Counter Games..... | 12.00    |

## ARCADE SUPPLIES & PARTS

|   |          |  |        |
|---|----------|--|--------|
| 1 Neon outside V type sign, size 5 ft. x 8 ft. Reads      |          | 12 Fluorescent Fixtures 48" Complete with Lamps.....@    | 9.50   |
| "The Playdium Amusement Center" on both sides.....        | \$650.00 | 1 Neon inside sign for A.B.T. Gun Range, reads "The      |        |
| 1 Neon inside front window sign, size 4 ft. x 4 ft. Reads |          | Gun Club. 20 Shots for 10c." Size 3 ft. x 5 ft.....      | 250.00 |
| "The Playdium Recreation for All".....                    | 275.00   | 1 Neon reads "Play for 5c".....                          | 40.00  |
| 3 Small Cash Registers.....                               | 65.00    | All the above signs are complete with transformers, etc. |        |

## PARTS

|  |         |   |      |
|--|---------|---|------|
| 3 Weighted Stands, Used.....           | \$19.50 | LARGE SUPPLY OF NEW AND USED GAME PARTS.  |      |
| 1c, 2c 5c, A.B.T. Coin Chutes.....each | 3.00    | 500 OTHER MACHINES, NOT LISTED.           |      |
| 30 Wire Cable, New, per foot.....      | .65     | CRATING CHARGE ON FLOOR MACHINES.....each | 7.00 |

\$15,000 stock Superior and Container Salesboards at factory prices. We manufacture merchandise sales boards. Deal takes in \$60.00—pays out \$30.00 in high grade merchandise. Your cost, complete with merchandise, salesboard and beautiful display board only \$19.50 each. WRITE NOW FOR SAMPLE.

# STEWART NOVELTY COMPANY

250 SOUTH STATE STREET

PHONE 5-8433

SALT LAKE CITY, UTAH

COIN  
MACHINE  
REVIEW

57

FOR  
JULY  
1945



may become the world's first 200-pound skeleton.

*Para-grabs . . .* The Booths done dood it again. A couple of years ago Van and Beulah cut the city strings and bought a farm in Mt. Vernon. The lure of coin clinks soon brought them back to the fold. Once again it's bye-bye Row, hello Mt. Vernon—this time not as farmers but as metropolitans relaxing from the harried hurry of the big town.

Sole proprietor, full owner, and manager of Puget Sound Novelty is the new title bestowed on George Schnabel after Partner Vern Preston chalked off the sale of his interests. Vern is headed for Sunny Cal and new horizons.

M. E. Boswell, phono-op, record-store owner, sold his Third Avenue disc biz to John Kerns. Boswell still retains his route and one retail store.

*Mystery of the Month:* While musical play has maintained a high level, city pin game grosses dropped 30 per cent and no one can lay a finger on the cause.

No sooner had Art Andrell incorporated Heberling Bros.' Seattle music holdings into his own route than he sold the works to Bert Buetler's brother-in-law from Virginia.

Coming in on a wing and a beam, PFC Ron Pepple, major domo of Northwest Sales, au-revoired the Aleutians for a States furlough.

"When they start cutting sugar allotments for home canning, then there's not much hope for increased quotas in the merchandising field," was the gloomy prediction of a candy man who sees nothing but dark days ahead.

Master mechanic Jack Howlett, veering sharply to the field of electronics, points with pride to his newest achievement: installation of a public address system at the Union Station.

*Coining the Kennel News . . .* While Pin Op "Porky" Jacobs has been nursing the gout, the pride and panting joy of the family, LeMonde Chic DeLarson has been winning dog shows like mad. When the prize toy French poodle snagged top honors at the Victoria, B. C., poodle parade, it marked the third straight victory. Canine magazines have pictured the non-pronounceable champion in a profusion of poses and colors. So many trophies have been annexed that the Jacobs apartment resembles a silverware shop. "If he wins many more," opines Porky's wife, "we'll have to move to a larger apartment." One of the judges was so impressed that he offered \$1,000, but a super-dog's value cannot be measured in mere money.

That old saw about "Join the Navy and See the World" has its animal parallel in Charley White's pet "Pierre," who sits back on a specially built-in chair in Charley's car and watches the world go by.

Ken Rader owns a rare blue-haired beauty: a Sealyham terrier so striking as to make show judges go wild, except that it's spayed and thereby ruled ineligible for competition.

*Hitting the High Spots At Heberling's . . .* Here is one of the classic ironies of war. Burly Rudy Peterson was shooed away from the khaki by an uncompromising induction station, but 47-year-old Harry Banister, pensioned veteran of World War I, wearing a silver plate in his back, was accepted for War II!

In the curtain raiser, Harry served with the First Canadian Cavalry brigade in France and Belgium. He attained the rank of Corporal in No. 2 before age restrictions caused a cutback to civilian life. The double-barreled vet is now back at his old post: in charge of Heberling's shop.

Wearing enough battle stars to stud the Milky Way, Seaman Jess Bickford finished a Navy leave in Seattle and hied to Washington, D. C., for additional schooling.

Twenty-eight-year-old Bob Chamberlin, pride of West Seattle and sunshine kid of Heberling's, has been evacuated from Okinawa with knee and back injuries. Blonde Bob, Marine PFC, was a litter bearer.

From Camp Roberts, California, railed Pvt. Dal Rychter on official business. Dal was wearing handcuffs—but only on one arm; the other clinked to the wrist of a McNeil Island Penitentiary-bound soldier.

Night work—the kind performed without mattresses—didn't appeal to vet route-man, mechanic Kennie Kemp, so he left Solly Solomon's First Avenue Arcade and joined the roster at Heberling's.

*Cpl. Louis Karnofsky*

## Denver

Distributors in the Denver area are, looking for a marked increase in business as soon as the war ends and equipment is again available. In the meantime they are doing a good job keeping old machines in repair, collecting old accounts and in general getting a good ready for taking care of the new business when it comes.

Lu Shulman, Modern Music Co., reports that one of the most popular records to hit the Middle West for quite some time is *He Kissed Her Where She Sat*. Modern Music tried the record out on 50 locations and it spun the meter around in every location; it seemed like a revival of the beer barrel days. Modern is trying to get some of these records from Bill Simmons of Los Angeles, who is the distributor for them. Shulman recommends that operators try and get this record, for it is a gold mine.

Frank Negri, Modern's salesman, has just completed a trip thru the southern

part of Wyoming, visiting operators throughout that territory and telling them about the new equipment the company will have in store for them.

Tony Piccoli, of Durango, is not waiting for his equipment to go to pieces, but is shipping his machines, one at a time, to Modern Music for complete rehabilitation, and in this manner is keeping his route up in very good shape.

Al A. Roberts, manager of Wolf Sales Co., has gone to Minneapolis for a fishing trip and to meet some of the other Wurlitzer distributors. From there he is planning to go to Chicago, where he will meet Wolf Reiwitz. While there, they will attend to some business.

Sgt. A. C. Roberts has returned to Panama City, Florida, after spending a twenty-one day furlough in Denver.

John R. Burke of Sterling, recently purchased some equipment from Wolf Sales, as did John Hart of Boulder. John Pricco of Trinidad, also paid the company a visit.

Mrs. Wolf Reiwitz is recuperating at the present time after an illness in the hospital.

Harry Bowes of the Century Music Co., has been very busy traveling between his offices in Denver, Colorado Springs, Fort Morgan, and Greeley, and reports a rushing business in all vicinities.

John J. Bonn says that he has installed a considerable number of second-hand machines in Littleton, Brighton and other outlying districts and also in taverns along highways leading into Denver. Bonn owns the Ace High Amusement Co., and he specializes in amusement equipment for taverns. He is planning, however, to erect a new store at 4040 Morrison Road where he owns an acre of ground and where his home is located. In this way his interests will be centered in one location. Morrison Road is the popular road leading to the mountains and there are many taverns between Denver and the town of Morrison where the mountain road begins. Bonn says he will begin building as soon as materials are available.

James P. Blackwell of the Blackwell Distributing Co., has just returned with his family from spending the winter in Louisiana.

*Frances Conrey*

\* \* \*

A two-star general, returning to camp one evening, couldn't produce his identification. The rookie on guard duty, unimpressed, refused to let him pass through the gates. Finally, the exasperated general bent forward, pointed to the stars on his shoulders, and bellowed: "Do you know what these mean?" "Sure," popped the rookie, "you got two sons in the service."

\* \* \*

Mexico City reports that down there you can buy three pounds of sugar, a pound of butter, a quart of whisky and a wife for \$3. We'll bet it's fourth-rate whiskey.

COIN  
MACHINE  
REVIEW

58

FOR  
JULY  
1945

## FOR SALE

- 2—Jennings Fast Times Free Play.....ea. \$59.50
- 2—Rock-Ola Bar Boxes A.C.....ea. 22.50
- 2—Evans Ten Strikes 1 H.D., 1 L.D.....ea. 45.00
- 1—Mills Zephyr, Clean (no amplifier).....ea. 35.00

1/3. Deposit—Bal. C.O.D.—Uncrated—F.O.B. Denver

Want to buy Rock-Ola Commandos, Packard Wall Boxes

**CAPITOL MUSIC & SALES CO.**

1255 AMES STREET

('Phone Tabor 0630)

DENVER 14, COLORADO

Save Man Hours

with

**KLEERFLO "30"**

ELECTRICALLY OPERATED  
MECHANICAL PARTS CLEANER

MODEL KS30 \$96.50

Less Accessories, F.O.B. Minneapolis

— SEE —

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico

Los Angeles 15



**SEWS THEM UP  
TIGHT!**

If you want to make a lasting friend of a location owner and a source of real profits out of a location—just install a Modernized Wurlitzer. We have only a few cabinets left to convert old Wurlitzers into these “brand new” big earners. First come—first served—so get busy NOW!

## **WOLF SALES COMPANY**

*Exclusive WURLITZER Distributors*

**FOR COLORADO, WYOMING, UTAH, ARIZONA, NEW MEXICO, EASTERN IDAHO  
1932-4 Broadway Denver 2, Colorado**



COIN  
MACHINE  
REVIEW

**59**

FOR  
JULY  
1945

### **NEW HORIZONS**

*(Continued from Page 49)*

processed, dehydrated and frozen foods. There is no limit to the items in popular use which can be sold by machines.

The probability of an entirely automatic grocery, drug or 5-and-10c store, tobacco and candy store is certainly within sight.

#### *New Post-War Types of Locations*

Many new types of locations will be available after the war. Americans have learned to travel and will want to travel more. It won't be uncommon for a New Yorker to spend weekends in Paris. Neighborhood airports will be common. Automobile travel will be greatly increased. Returning soldiers will open thousands of new filling stations, road stands, bars and places of amusement. Almost every plant or office employing more than several hundred people will have restaurants. In fact, a percentage of them do today and concessionaires are already engaged in the business of operating restaurants in such plants. They all need and want vending machines. Many new fields will be open for vending machines that have hitherto been unexplored.

Any crystal gazing as to the future possibilities of vending machines is likely to be far more conservative than the developments that will actually take place. Many authorities have stated that although there has been a great change in the methods of production in this country in the last decade, there has been very little change in the methods of distribution, and they predict that a great change will take place in selling methods in the next few years. They refer particularly to automatic merchandising.

#### *Development to Be Gradual*

Perhaps you don't agree with all of my hopes for the future. I grant that a little time might elapse before all of these things

come about, and there will be some tough times ahead. We're still very much in the war and the predictions regarding its end swing daily from optimism to pessimism and back again, like a fever chart; however, when the shooting stops, there will be a period of readjustment which will precede the era of prosperity to which I refer. We'll have two periods of reconversion—the period after the German war which will precede the period after the Japs are finished off. Our industry is not likely to be seriously affected during either of these excepting, perhaps, by a continuation of the shortage of merchandise for a brief time after the German war.

Most of us will acknowledge that whatever hardships the war has imposed, such as shortage of merchandise, machines, gasoline rationing, and manpower problems, the industry like most others has flourished. To my knowledge there is scarcely a vending machine operator today who owes any money on his equipment.

Despite all the griping about high taxes and the difficulty of earning money under existing conditions, the vending machine business as a whole has been conducted with a minimum of headaches compared to pre-war conditions. Resourceful operators, knowing that present conditions cannot last, are devoting considerable thought to the future. They will find new competition stimulating. They will look upon new problems as an incentive to their business. They realize that the war has educated people to self service and accustomed them to the buying of merchandise through machines. This has paved the way for automatic selling of an increased variety of articles. This, along with the technological improvements in machines, will also open new avenues of profit to the wide-awake operator.

When the new machines are available, the intelligent operator will place them in his

choice locations and improve secondary locations with previous models, thus keeping the best machines in the best places. He will continually broaden the base of his operation and will rotate his older machines down the line until his oldest machines are ready for trade-in. No doubt he will anticipate a machine replacement schedule of 20% per year. In this way the operation is kept up-to-date and the operator is prepared to meet competition by having modern equipment for all locations. It is poor economy to try to hang on to obsolete machines until they are only good to be scrapped.

#### *The Machine of Tomorrow*

How different will the machine of tomorrow be? Well, it will make the present machine as obsolete as the old covered wagon. These radical changes certainly can't take place overnight. They will be gradual.

Experiments in new vending machines are being conducted now but it must be remembered that improvements require testing. Tools and dies must be completed before production starts.

I predict the first post-war cigarette machine, like automobiles, will be similar to the last pre-war models. There'll be improvements in mechanism and design, but changes will not be radical. The Buick Company is advertising this fact now. These machines will be ready for delivery in about 90 days after production starts.

The smart operator will purchase the first available models without waiting for drastically improved machines which will not be ready for at least a year or more after the resumption of production.

The price of new machines after the war will depend upon a variety of factors, such as the continuation of price control and wage stabilization. No doubt the operator will pay more for his machine in the future

**TURN PAGE**



than he has in the past, but he'll get more for his money. And that's saying a great deal. When you compare the pre-war price of vending machines with other mechanical contrivances such as cash registers and adding machines, the price was extremely low. In fact, per pound of metal, vending machines have always been underpriced as compared with other mechanical devices.

The pattern of business today will not fit tomorrow's needs. Every business man who looks to the future is now making a definite blueprint for his business expansion in the next few years. While there may be some tough problems ahead, they can all be solved, for after all, we're Americans, and again I say the vending machine business is unlimited, provided the vision and foresight of the men in the business remain unlimited. In our business, as in every other, we must blaze new trails, remembering "beaten paths are for beaten men."

232 S. WINTON PL.  
LOS ANGELES 5, CALIF.



## LETTERS to the EDITOR

Milwaukee

Dear Mr. Blackford:

Will you please give me the address of the manufacturer of Nestle candy products?

R. V. Jones

(Lamont, Corliss and Co., 60 Hudson Street, New York 13, manufacture the line of candies released under the Nestle name.)

Cleveland

Dear Sir:

Please advise the name and address of the manufacturer of Lion cigarettes.

S. L. O.

(Lion cigarettes are made by the Royal Tobacco Corp., 327 East Twenty-ninth Street, New York.)

Toledo

Dear Sir:

A recent issue made mention of a Melody cigarette. Will you please advise the supplier?

L. D. C.

(Melody cigarettes are manufactured in New York by John Surrey, Ltd., 509 Fifth Avenue.)

Amarillo, Tex.

Gentlemen:

Since receiving THE REVIEW I have purchased considerable supplies and equipment on the West Coast which was advertised in your publication. Truck freight service is just as good and as fast as from Chicago.

J. Clyde Bell  
Memphis, Tenn.

Gentlemen:

We would appreciate the address of Her-



Curtiss Candy Co. is the first organization in the nation to fly the new returned veterans service flag authorized by the War Department. Inez Aronson, left, holds the new flag which signifies that 130 returned service men and women have been employed, or re-employed by the company. Second flag honors those still in service.

man K. Hart, or the Hart Gum Co., of Boston, Mass. This firm was mentioned in a small write-up announcement in your April issue.

Wade McBride

(We are happy to supply the address to McBride and the dozens of others who wrote concerning this item. You may reach Mr. Hart at the Hart Gum Co., 150 Orleans St., East Boston, Mass.)

## 10 YEARS AGO THE HOT NEWS IN THE REVIEW TEN YEARS AGO

July, 1935—Six years before Pearl Harbor and the issue was devoted to an observance of THE REVIEW's Second Anniversary. There was a total of 106 pages in that issue with over half of them in two to four colors. New games of the month included Pacific's "Chain-A-Light," "Hit or Miss" and "Big Leaguer"; Harry Williams' "Indicator"; Jimmy Johnson's "Do or Don't"; California Games' "Tally"; D. Gottlieb's "Liberty Bell" and "Fire Chief"; Exhibit's "Rodeo" and "Play Ball"; Mills' "Equity"; Stoner's "Ball Fan" and O. D. Jennings' "Cross Country."

Automatic phonographs were just reaching the point of "big business" and Seeburg carried two pages to tell of the new high fidelity Selectophone. Wurlitzer had four pages on P-12 and P-400 with the emphasis on "We sell operators only." Rock-Ola had a two-page spread to show the new home of the company which had just been taken over, and the Capehart Corp. was proclaiming the many points of interest on their Orchestrope.

Those were lusty days back in July, 1935. The industry in the West was preparing for the second Pacific Coin Machine Exposition to be held at the Ambassador Hotel in September. . . . Harry Drolinger and Ralph Young had completed arrangements for the meeting of the National Association of Coin Machine Operators to be held in St. Louis the last of

the month to lay plans for a permanent organization. It failed. . . . Diggers were getting a big play and lot of attention on the midway of America's Exposition in San Diego. . . . Bill Rabkin of Mutoscope wrote from Zurich, Switzerland, to report on coin machines abroad. . . . National Amusement Co., Los Angeles, signed for 16 booths at the Coast Show. . . . Operators in Dallas were advocating a 25 per cent split to locations on phonographs that did not run \$10 per week and one-third on machines over. Yes, those were lush days in 1935.

### House Organ Resumes

NEW YORK—Predicting revolutionary new developments in the field of automatic merchandising, the "Rowe-Gram," a magazine devoted to the interests of the vending machine industry, has resumed publication.

A featured article in the current issue by R. Z. Greene, President of Rowe Manufacturing Company, Inc., visualizes the greatest postwar progress occurring in "the four A's of industry—automobiles, airplanes, air conditioning and automatic merchandising machines."

### New Firm Member

CHICAGO—Norman P. Christiansen, typographic designer, has joined the industrial design and public relations agency of Mangan & Eckland, Christiansen, for the past 14 years, worked in the Fine Design Department of R. R. Donnelly & Sons Company, Chicago. He is a nationally known designer of both limited editions and industrial printing.

A girl asked an old bachelor whether he had been disappointed in love. "No, I never was exactly disappointed in love," he replied. "I was more what you might call discouraged. You see, when I was very young I became very much enamored of a young lady of my acquaintance. I was mortally afraid to tell her of my feeling, but at last I got up my courage to the proposing point. I said, 'Let's get married.' And she said, 'Good Lord! Who'd have us!'"

Grass stains may be removed from the seat of a pair of white duck tennis trousers with a bottle of ordinary bleach, a stiff brush and a good pair of scissors.

**SLOT MCH. SPRING KIT**  
**\$9.75**

**Hi-Grade Spring Ass't**  
**\$2.50**

— SEE —

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico

Los Angeles 15

COIN  
MACHINE  
REVIEW

60

FOR  
JULY  
1945



# TWIN PORTS GUARANTEED MERCHANDISE

Factory Reconditioned and Refinished—All with Knee Action—Club Handles—Drillproof

| BLUE FRONTS |          |          | BROWN FRONTS |          |          | GOLD CHROMES |          |          |
|-------------|----------|----------|--------------|----------|----------|--------------|----------|----------|
| 5c          | LIKE NEW | \$250.00 | 5c           | LIKE NEW | \$275.00 | 5c           | LIKE NEW | \$350.00 |
| 10c         | LIKE NEW | 300.00   | 10c          | LIKE NEW | 300.00   | 10c          | LIKE NEW | 400.00   |
| 25c         | LIKE NEW | 325.00   | 25c          | LIKE NEW | 325.00   | 25c          | LIKE NEW | 425.00   |

| CLUB BELLS |  |          |
|------------|--|----------|
| 5c         |  | \$400.00 |
| 10c        |  | \$450.00 |
| 25c        |  | \$500.00 |

| MILLS BUYS |                                       |          |
|------------|---------------------------------------|----------|
| 1c         | REFINISHED GOLD GLITTER Q.T.          | \$ 39.50 |
| 1c         | ORIGINAL GOLD GLITTER Q.T.            | 65.00    |
| 5c         | REFINISHED BLUE Q.T.                  | 85.00    |
| 10c        | LATE BLUE Q.T.                        | 125.00   |
| 5c         | ORIGINAL MELON BELL K.A., C.H., D.P.  | 250.00   |
| 25c        | ORIGINAL MELON BELL                   | 325.00   |
| 5c         | ORIGINAL CHERRY BELL K.A., C.H., D.P. | \$250.00 |
| 10c        | ORIGINAL CHERRY BELL K.A., C.H., D.P. | 325.00   |
| 25c        | ORIGINAL CHERRY BELL K.A., C.H., D.P. | 325.00   |
| 5c         | BONUS BELL K.A., C.H.                 | 250.00   |
| 10c        | BONUS BELL K.A., C.H.                 | 300.00   |
| 25c        | BONUS BELL 3-5 K.A., C.H.             | 375.00   |

| JENNINGS CHIEFS    |                   |          |
|--------------------|-------------------|----------|
| 1c                 | CLUB SPECIAL      | \$100.00 |
| 1c                 | REDSKIN           | 125.00   |
| 5c                 | REDSKIN           | 200.00   |
| 5c                 | SKY CHIEF         | 200.00   |
| 5c                 | CENTURY 3-5       | 100.00   |
| 5c                 | CENTURY 2-4       | 60.00    |
| 25c                | CENTURY 2-4       | 100.00   |
| 5c-10c-25c TRIPLEX |                   |          |
| 5c                 | CLUB CONSOLE      | \$200.00 |
| 10c                | SILVER CHIEF      | 250.00   |
| 10c                | SILVER CHIEF S.P. | 275.00   |
| 25c                | SILVER CHIEF      | 325.00   |
| 5c                 | FOUR STAR CHIEF   | 150.00   |
| 5c                 | CHROME CHIEF      | 200.00   |
| 5c                 | CHROME CHIEF S.P. | 225.00   |
| 5c-10c-25c TRIPLEX |                   |          |

| PACE SLOTS—GUARANTEED |             |          | CAILLE |                    |          |
|-----------------------|-------------|----------|--------|--------------------|----------|
| 5c                    | ALL STAR    | \$100.00 | 5c     | D.J. 2-4 P.O., RED | \$ 50.00 |
| 25c                   | ALL STAR    | 200.00   | 10c    | D.J. 3-5 PAYOUT    | 60.00    |
| 5c                    | ROCKET S.J. | \$135.00 |        |                    |          |
| 10c                   | ROCKET S.J. | 175.00   |        |                    |          |

| CONSOLES—PAYTABLES             |          |   |          |                                  |          |
|--------------------------------|----------|---|----------|----------------------------------|----------|
| Kentucky .....                 | \$375.00 | Lucky Lucre, Late Head.....               | \$275.00 | New Q.T. Box Stands.....         | \$ 19.50 |
| Long Shot .....                | 350.00   | Paces Reels—Rails.....                    | 135.00   | Steel Box Stands for Mills.....  | 15.00    |
| Santa Anita .....              | 250.00   | Jumbo Parade, Late Head, refinished ..... | 150.00   | Mills Double Cabinet Stands..... | 85.00    |
| Race King .....                | 200.00   | Jenn. Fasttime, Aut. P.O.....             | 125.00   | Revolv-Around Single Stand.....  | 65.00    |
| Saratoga Automatic Payout..... | 85.00    | Silver Moon Free Play .....               | 125.00   | Revolv-Around Double Stand.....  | 125.00   |
| Royal Draw .....               | 100.00   | War Eagle Gold Glitter Castings.....      | 17.50    | Columbia Gold Award.....         | 49.50    |

Will Pay Top Price for Mills Escalator Type Slots—Consoles or Pintables. Rush your List Today

## TWIN PORTS SALES COMPANY

230 LAKE AVE. SO.

Telephone: Melrose 2889

DULUTH 2, MINN.

### Some Observations After 22 Years of Operating Scales

WEIGHING machines as a source of amusement are a thing of the past. No longer are people curious to see how close a scale will come to guessing their correct weight; they want an accurate measurement in return for their money.

The American public is very nervous—eager to be “on the go.” The successful operator of scales, therefore, must understand this mob psychology in order to provide weighing service where it is wanted and not merely set up a scale where it looks well as an ornament.

Generally speaking, scales do the biggest business where people eat and in drug stores. As a rule, outside locations are better than indoors.

The larger scales are regaining their former popularity.

These are some of the observations of J. J. Shalda, of the Peerless Weighing Machine Corporation, a man who has been affiliated with this organization for 22 years. His firm, a subsidiary of the only national scale operating company in the United States having service branches in the key cities, operates more than 4000 pieces of equipment in five states, California, Oregon, Washington, Nevada and Arizona.

#### Early Days Recalled

Shalda, educated to be a pharmacist, was attracted to the scale business by chance. Traveling West in his early twenties, he became acquainted on the train with a man who had shipped a carload of scales to Los Angeles. Their partnership formed the nucleus of the organization with which Shalda is now an executive. During the intervening years he has hauled equipment

to locations with a horse and buggy, carried around heavy weights (or used his own weight) to check the accuracy of his machines, segregated pennies from filth in the coin boxes of old-type equipment, watched the business grow to become one of the most important service branches in the coin machine industry, and continually has studied public reactions as concerned with the use and abuse of coin-operated scales.

He recalls the days when people considered scales as amusement devices, when they were arcade equipment. These machines operated on nickels and gave full value in entertainment, if not in service! Sometimes people would put in three or four coins just to compare their varying weights. This attitude was maintained during the pre-depression days when money was plentiful and people actually were looking for places to put their pennies. Scale cash boxes in those times frequently yielded nickels and dimes as well as pennies. But alas, observes Shalda, the public is sharper today. When a person puts a penny in a scale, he rightfully expects one cent's value—his accurately registered weight—in return.

Restlessness of the average American is reflected in the fact, according to Shalda, that scales get heavy use in locations where people have leisure time on their hands and naturally look for something to do while waiting. A scale at a streetcar transfer point will do well—because its presence suggests something to pass the time. A person may know how much he weighs but will put in a coin, or maybe more, to see if the scale is accurate. At a fair or amusement park, the

people are not weight conscious; there are so many other things to attract their attention that a person passes by a scale with the thought: “Oh, I can get weighed any time.”

#### Diet Fads Affect Scale Use

After a meal, it is natural that a person should be conscious of his weight—which accounts for the popularity of restaurants and similar establishments as locations for scales. Women, especially, are frequent patrons of scales in these places, but usually weigh before they eat.

This point brought up the question of fads and their effect upon the operation of weighing machines. The 18-day diet of a few years ago, you will recall, made the feminine public (and you'll be surprised how many men, too) extremely weight conscious. And what was the effect, as recorded in scale collection reports? Shalda estimates the jump in receipts during the 18-day diet fad at approximately 20 per cent!

Weight goes hand in hand with health,

—TURN PAGE

### SAMSON, JR. RUBBER WHEEL HAND TRUCKS

Just the Thing for Moving Phonos,  
Consoles, Games, etc.

\$14.95

— SEE —

PAUL A. LAYMON

DISTRIBUTOR  
1503 West Pico Los Angeles 15

COIN  
MACHINE  
REVIEW

61

FOR  
JULY  
1945



and the public has come to expect a scale in every drug store. In fact, Shalda will tell you, this type of location is excellent and virtually every drug store does have a scale—of the coin-operated variety that pays for the floor space it takes up.

Outside locations generally are best, because scales in these spots are more likely to be free from counter attractions and are accessible to more people. Dressing rooms and waiting rooms are the exception in this instance, as well as certain locations in large department stores.

#### Ticket Scale Most Popular

The novelty of the smaller scales—the petite type—is wearing off and the larger scales are gradually regaining their former place in popular favor, Shalda believes. As a basis for this opinion, he cites the fact that the larger machine and guesser-type scale is more impressive and generates more confidence in its accuracy. People want to know exactly what they weigh, not just approximately, and for some reason or other they think the large scale will give them a closer measurement than the small one—even though the two devices be equally accurate.

One of the most popular type of weighing machine is that which registers weight on a card. These cards give the patron a record of his weight on a certain date and encourage frequent checks from day to day because the printed card is a record and not just a memory. The cards have stimulated the use of scales to a great extent, and the most popular have photographs of film stars on the back, with a fortune-telling paragraph above the weight figure. In the larger locations, these cards are printed with the firm's name and possibly an advertising slogan to increase the scale's value to that location.

Mirrors are an important part of the modern scale because they improve the appearance of the equipment and serve as a natural lure to patrons. The mirror caters to the vanity of the individual and also provides an actual service.

#### Scale Operating Big Business

Regarding the operation of scales as a business, Shalda frankly qualifies his opinions as those of an operator and not of a manufacturer or sales organization. He declares that the problems confronting scale operations make it difficult for the small man to succeed, although he points out that many are operating scales as a sideline to other types of equipment.

In the first place, he states, the cost of equipment is a factor that the operator must take into consideration as profits are judged by the return on the original investment plus maintenance and depreciation charges. Licensing and commissions are other significant items.

As in all branches of coin machine operation, there is more to this business of operating scales than merely placing machines and making collections. Scales are

constantly being checked for accuracy by the bureau of weights and measures. Insurance must be carried to protect both the public and himself from the many risks to which the scale operator is subjected. Licensing varies in respective states and communities but is a constant factor.

#### Legislation Is Factor

Shalda brings out a vital point in the matter of taxation. He declares that "double taxation" is a problem with which all operators of vending and service equipment should be concerned. Scales and other equipment in licensed places of business should not be subject to further licensing, for, as he contends, the mode of distribution of any goods cannot be licensed and no premium should be paid on an article or service merely because of its mechanical means of distribution.

In his effort to secure equitable licensing legislation, to which he devotes considerable portion of his time, Shalda has found that in most instances timely intervention can achieve favorable results for the industry. After legislation has been enacted, the problem is increasingly difficult and sometimes insurmountable. But if it is in the formative stage, most city councils and other bodies will gladly take into consideration facts that are presented in a business-like way. The trouble is that most people not informed about the coin machine industry believe that every cash box yields huge sums and they want to slap on a tax without studying the matter of its proper proportion.

#### 25 Per Cent Commission

Another problem which scale operating has in common with other phases of coin machine operating is "commission boosting." When Shalda's organization, established for 50 years, had little or no competition, 25 per cent was a standard figure. A location big enough to use more than one machine got 30 per cent, and that was "tops." Nowadays commission boosting has developed as a result of competition but is largely self-regulating because there is a definite limit to the margin on which scales can be operated at a fair profit. The only justifiable variation from a 25 per cent commission, in Shalda's opinion, is for locations which have a high rental. Store proprietors in these expensive locations contend that the machines should pay a proportionate share of the more costly floor space they occupy, and in these cases the commission may mount to as much as 33 1/3 per cent. The operator is able to pay this higher commission because his machines take in more money in the better spots. However, the scale usually occupies space that is not utilized for anything else.

As with other types of automatic equipment, Shalda states that location ownership simply does not work out satisfactorily. Everything is fine as long as the scale is new and accurate, but the location owner is not able to repair or adjust the machine and, more frequently than not, neglects it until its attractiveness and earning power are gone. Often location-owned scales are out of use before they pay for themselves. Further, the inspection by the bureau of weights and measures is an added burden for the individual whereas this factor is handled efficiently through the systematic arrangements of the operating organization.

#### Service Cost Constant

Another point in scale operating is the fact that the cost of servicing and maintenance is the same in good times or bad. A service man can take care of about 20 machines a day, and he makes his rounds just the same whether the collections are large

or small. The machines must be built to stand hard outdoor usage and weather conditions and still retain their accuracy, but nevertheless the repair department must be maintained. Machines are constantly being painted and overhauled to keep up their earning power over a period of years. Peerless keeps a record of each piece of equipment. Each machine is serviced every 30 to 60 days.

It is interesting to note Shalda's personal analysis of trends in public attitude toward coin-operated scales. He says that burglaries of coin boxes are not a major problem and repeated cases usually are traceable to organized gangs. Thumbing over pictures from a "rogues' gallery" of persons convicted for robbing scales, he pointed out that most of these had previous records. It's not a case of hard times causing people to break into scales to get pennies for food. Mostly, it's a case of petty vandalism. There have been more cases of damage to scales since repeal—not to indicate there are more drunks, necessarily—but a slight increase in the number of "strong men" who get a little power under their belts and like to display their muscular ability on the public streets by bending lamp posts and playing havoc with semi-movable things like scales.

#### "Strong Man" Nuisance

Mentioning this recalled to Shalda an experience of pre-prohibition days. His firm had a number of scales on location on the amusement pier at Long Beach. It was only a fair location at best, with amusement concessions drawing from the scales, but he withdrew the equipment rather quickly one day after finding that a couple of "he-man" sailors on a lark had playfully tossed two weighing machines into the ocean.

These are the opinions of a man who for years has been associated with the operation of coin-controlled weighing machines, who has seen the business grow to such an extent that the public now depends on its service instead of regarding it as a novelty, and who believes that competition is the best stimulant to improvement.

### NAMA Chicago Meet

CHICAGO—A lively meeting, the sixth of a series of regional meetings, was held by the National Automatic Merchandisers Association at the Bismark hotel on June 13th.

Subjects of mutual interest were discussed including the selection of a suitable name for the vending machine branch of the Coin Machine Industry which would set it apart and not permit its inclusion with gaming and amusement devices; the possibilities of high pressure salesmanship in vending machines to returning servicemen at exorbitant prices with resulting blemishes to established operations; and the matter of special taxes.

In attendance from the West were R. A. and A. F. Parina, of R. A. Parina & Co., San Francisco.

### MOTORS

#### Now Available

New G. E. Changer Motors  
For Mills Throne & Empress.

No Trade In Necessary.

Write for Prices

Owl Mint Machine Co.

245 Columbus Ave., Kenmore 2640  
Boston, Mass.

### SOLDERING GUN

Small—compact—easy to carry and use in those tight spots. Gun heats in a few seconds and cools immediately. Trigger controls degree of heat. Can be plugged into game or phonograph. A mighty handy article for all operators.

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15



## Origin and Acceptance of Tobacco Is Fascinating

Ever since the days of John Rolfe, tobacco has been one of America's greatest industries. In 18 different States of the Union, on more than 400,000 farms, employing over 1,000,000 men, tobacco is grown. The manufacture of tobacco gives employment to 100,000 factory workers, in addition to which there are many thousands who work at tobacco warehouses, and in the distribution of finished products. And there are about a million retail outlets.

Magellan, the first man to sail around the world, left the seeds of the tobacco plant with the natives of the Philippine Islands, who introduced it into China and Japan.

One of the most interesting stories in the long history of tobacco concerns a young French scientist, Jean Nicot, who was sent as an Ambassador to Portugal. Nicot was charged with the duty of arranging a marriage between a French princess and the King of Portugal, a boy of fifteen.

The youthful monarch was not interested in the marriage. Nicot, faced with failure, looked around for something which he could send back to France. He found it in the tobacco plant, which at that time was believed to be a marvelous medicine, capable of curing almost any disease. It was in honor of this young French Ambassador, Nicot, that the essential drug in the tobacco plant has been named nicotine.

When Hernando Cortez entered the ancient city of Mexico, he found that the Aztecs were using tobacco in every form, in pipes, as cigars, or as snuff, and even as cigarettes. Cortez attended a great banquet which the Aztec Emperor, Montezuma gave at his palace—a banquet at which countless choice viands were served on vessels of gold and silver. As a climax to the feast, a group of Aztec maidens appeared, bearing beautifully painted pipes, filled with tobacco which had been ground in rosewood mills to give added fragrance to its aroma.

Among the ancient Mayans of Central America where the tobacco plant originated, the leaves were first burned in an incense to the gods. In the Far East, water pipes or hookahs were invented, so that the smoke would be cooled by passing through water. And in France, among the ladies and gentlemen at the court of Louis XIV, the custom of taking snuff became popular.

From France the snuff habit spread to England, where among the aristocracy it almost superseded smoking. Every English dandy during the eighteenth century owned dozens and even hundreds of snuff boxes. Snuff boxes made of silver and gold, marble and carved wood were among the greatest works of art of the time and are eagerly sought by collectors today.

And even to this day the snuff box is not without official standing in this country. In the United States Senate stand two snuff boxes, one on the Democratic side and one on the Republican. One of the regular duties of the Senate pages is to fill these snuff boxes twice a week.

In Spain, another way of using tobacco became popular. The cigar, which the Spanish conquerors had found in common use among the Aztecs, was soon brought back to the other country, where the English soldiers acquired the cigar habit during the Napoleonic Wars. Gradually throughout England cigars began to take the place of snuff in polite society.

Queen Victoria, however, never overcame her prejudice against tobacco in any form, and the story is that visitors to Windsor Castle, where smoking was forbidden by the Queen, congregated late at night in one of the guest rooms. This room was equipped with an open fireplace, and here the leading statesmen of the day crouched on hands and knees, carefully blowing their smoke up the chimney.

In the early years of the nineteenth century, smoking was becoming a habit throughout all classes in Germany. But King William III was violently opposed. Defiantly, many Germans persisted in smoking.

Among those who defied the King and were imprisoned was a young scientist named Kammerer. One day he accosted the Governor of the prison.

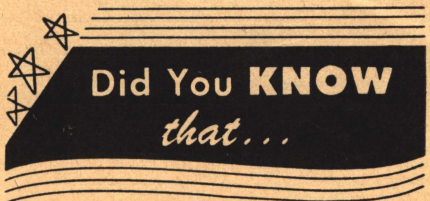
"Colonel, I have a favor to ask of you."

"Well, what is it?"

"Allow me to continue my chemical researches here."

"Very well. I suppose no harm can come of that."

The invention on which young Kammerer was working was a match which could be ignited by friction. During his six months in jail, he perfected his discovery, and immediately upon his release began the manufacture of friction matches. It was the start of a giant industry.



In Canada an alien must live in the country five years before he may apply for naturalization. His application is posted in the court for three months, then acted upon by the judge who sends his recommendation to the secretary of state for decision. They have no first and second papers such as we have in the United States.

American investments in Germany amount to \$1,290,000,000, according to a recent treasury department census. About one-third of all investments in foreign countries, which total \$13,300,000,000, is invested in Axis area.

About 80,000,000 tons of nitric acid a year are produced all over the earth, by electric storms. This is not a sufficient supply required by living nature. Bacteria must provide the rest.

A whale cannot dive to the bottom of the ocean at any great depth of water. Its maximum dive is 600 feet, for at any greater depth the pressure would be too great for the whale's safety.

The largest coal deposit in the United States is in the Fort Union region of Wyoming and the Dakotas.

## Wolf Buys Building

LOS ANGELES—M. S. Wolf, head of California Amusement Co., has purchased the building at 1348 Venice Boulevard which has housed the organization for the past two years.

Building is modern in style and consists of 8,000 square feet of floor-space which Wolf will devote to used equipment sales and storage when the firm's new building is completed at Pico and Magnolia streets. New building will be constructed just as soon as conditions permit and will be a two story modernistic structure to handle the general offices and new machines display and sales.

Wolf left Los Angeles on June 20th in company with Ralph Orkin, California Amusement sales executive, on a trip through the San Joaquin valley up to Stockton and Sacramento and then over to the firm's San Francisco office for a brief visit before returning here the end of the month.

## Packard Fifth Award

INDIANAPOLIS—The Packard Manufacturing Corp. has been notified by the Under Secretary of War Patterson that it has won for the fifth time, the Army-Navy Production Award for excellence in war production.

This fifth renewal is a symbol of high achievement over a long period, and there are very few concerns in the nation who have been so honored by the War Department.

About one and two-tenths percent of the total supply of paper and paperboard is consumed by the federal government, excluding the Army and Navy.

Penicillin production is steadily increasing. By the end of this year about nine pounds will be produced a day, which will treat 250,000 serious cases a month.

The bird commonly known as the robin is a true thrush.

It would take the light of 385,000 full moons to equal the light of the sun, according to Harvard's photoelectric experiments.

The smallest incorporated place in the country, in 1940, was South Bend, Arkansas. The population was one.

A street in London was paved with rubber three years ago, another in north England was paved with the same material eleven years ago, both in good condition still.

The word "autumn" was first used in 1374 by Chaucer, the great English writer. "Fall" goes back to 1545.

New York is now the largest port in the world, clearing 5 billion dollars worth of shipping each year.

The softwoods, the cone-bearing evergreens, produce much more alcohol than the hardwoods.

COIN  
MACHINE  
REVIEW

63

FOR  
JULY  
1945

### Light Machine Shop Work Tool & Die Work Model Making Repairing

Unobtainable Parts Manufactured  
Bring in sketch or old part  
for precision duplication

Prompt Service • Reasonable Rates

### Ra-Mal Machine Shop

1151 Venice Blvd. Los Angeles 15, Cal.  
DRexel 4044 or WAlnut 5452

### MASTER UNIVERSAL AMPLIFIER

The most complete amplifier ever offered. Latest design with advanced engineering principles. Volume and tone controls. Proper circuit fusing. Absolute clarity.

Model B, fits all phonos.....\$74.50

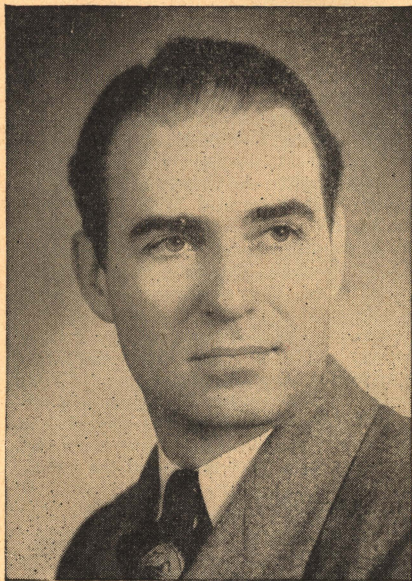
Model A, fits all except

Hi-Tones ..... 54.50

### PAUL A. LAYMON

DISTRIBUTOR  
1503 West Pico Los Angeles 15





## H. R. Smith

H. R. Smith, veteran of the Coin Machine business, passed away at 2 a.m., June 10th in a hospital in Colorado Springs, Colorado. Funeral services were held privately for the family on June 11th and the remains shipped to Springfield for burial.

"Smitty" was well known in the Coin Machine field in various parts of the country. After helping to unionize the music operators in Chicago he came West several years ago and organized the music men in Los Angeles. He served as Secretary of the Association for the brief period in which it functioned and when the Association was disbanded he joined the jobbing and distribution field and allied himself with the Packard Manufacturing Corp. In the war years he had been supervising an operation in and around Colorado Springs.

### Laymon Adds Items

LOS ANGELES—Paul A. Laymon has added two new items which are "right up the operator's alley." First is a soldering gun, small, compact and easy to carry. It can be plugged into game or phonograph easily and heats only when trigger is pulled. Degree of trigger pull controls degree of heat. Gun heats in a few seconds and cools equally as fast.

Second item is the Master Universal Amplifier for all model phonographs.

## SOLVENT

(HI-T-DEGREASOL)

For use in Mechanical Parts Cleaner. Recommended for parts requiring painting. No rinsing needed. Dries in 10 minutes or less. Slow evaporation.

30 gal. drum—\$1.05 per gal.  
f.o.b. warehouse  
Drums extra.

— SEE —

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico Los Angeles 15

## Examine This INDEX TO ADVERTISERS

These Advertisers represent the Leading Jobbing, Distributing and Manufacturing organizations in the Coin Machine Industry. Alert—Progressive . . . you'll enjoy doing business with them.

JULY, 1945

This Index is an editorial feature and is not part of the advertiser's contract. This publication assumes no responsibility for errors or omissions.

|   |           |                                 |   |
|---|-----------|---------------------------------|---|
| A.B.T. Manufacturing Corp.              | 5         | King Pin Games Co.              | 20  |
| Albena Sales Co.                        | 44        | Laymon, Paul A.                 | 9, 10, 13, 14, 16, 17, 20, 22, 23, 26, 28, 30, 37, 38, 43, 44, 53, 54, 56, 58, 60, 61, 62, 63, 64, 66 |
| Allied Electronics Co.                  | 30        | Lazar, B. D., Co.               | 23  |
| American Amusement Co.                  | 27        | Leuenhagen, W. H., & Co.        | 43  |
| Associates                              | 31        | Mape, E. T., Music Co.          | 32  |
| Atlas Novelty Co.                       | 20        | Maser, H. R., Music Co.         | 42  |
| Automatic Coin Machines and Supply Co.  | 19        | May, Sam, Industries            | 22  |
| Badger Novelty Co.                      | 15, 25    | Mills Novelty Co.               | 21  |
| Badger Sales Co.                        | 15, 25    | Mills Sales Co., Ltd.           | 19  |
| Baker Novelty Co., Inc.                 | 10        | Minthorne Music Co.             | 1, 2  |
| Bally Manufacturing Co.                 | 17        | Modern Music Co.                | 37  |
| Block Marble Co.                        | 44        | Morris Plan Co.                 | 30  |
| Buckley Music System, Inc.              | Cover IV  | Moseley Vending Machine Exch.   | 21  |
| Buckley Trading Post                    | 4         | National Coin Machine Exch.     | 23  |
| Burt, W. R.                             | 36        | Nickabob Sales Co.              | 55  |
| Brill Amusement Co.                     | 20        | Northwestern Corp.              | 46  |
| California Amusement Co.                | 34, 35    | Operators' Service              | 54  |
| California Music Operators' Association | 29        | Owl Mint Machine Co.            | 62  |
| Calvert Sales Co.                       | 18        | Pacific Coast Distributors      | 53  |
| Capitol Music and Sales Co.             | 58        | Pan Confections                 | 46  |
| Central Manufacturing Co.               | 55        | Parina, R. A., & Co.            | 8   |
| Chicago Lock Co.                        | 14        | Peerless Discos.                | 41  |
| Clark Distributing Co.                  | Cover III | Permo, Inc.                     | 38  |
| Coast Records                           | 40        | Quality Pictures Co.            | 36  |
| Coin Machine Service                    | 66        | Ra-Mal Machine Shop             | 63  |
| Coin Machine Service Co.                | 32        | Robinson, C. A., Co.            | 7   |
| Coinmatic Distributors                  | 11        | Root, Frank, Liquor Store       | 54  |
| Dee's Service Shop                      | 56        | Rowe Manufacturing Co., Inc.    | 50  |
| DeLuxe Sales Co.                        | 21, 48    | Sam, G. B.                      | 9   |
| Eastern Sales Co.                       | 12        | Seeburg, J. P., Corp.           | Cover II  |
| Economy Supply Co.                      | 52        | Simmons, W. E.                  | 32  |
| Empire Coin Machine Exch.               | 45        | Soundies Dist. Corp. of America | 28  |
| Excelsior Record Co.                    | 43        | Stewart Novelty Co.             | 57  |
| Exposition Games Co.                    | 6         | Stoner Corp.                    | 47  |
| General Music Co.                       | Cover IV  | Supreme Enterprises             | 26  |
| Gottlieb, D., & Co.                     | 14        | Twin Ports Sales Co.            | 61  |
| Graham, H. R. & Ernie                   | 56        | U-Need-A Vendors, Inc.          | 51  |
| Gutshall, Jack, Distributing Co.        | 39        | United Manufacturing Co., Inc.  | 18  |
| Hardin & Nichols                        | 17        | United States Treasury          | 65  |
| Hermitage Music Co.                     | 30        | Viking Specialty Co., Inc.      | 48  |
| Illinois Lock Co.                       | 19        | Washburn, Chas., Co.            | 24  |
| Independent Lock Co.                    | 13        | Wico, Jay, & Co.                | 23  |
| Industrial Screw & Supply Co.           | 24        | Williams Manufacturing Co.      | 16  |
| International Mutoscope Corp.           | 3, 12     | Wolf Sales Co., Inc.            | 59  |
| Jennings, O. D., & Co.                  | 10        | Wurlitzer, Rudolph, Co.         | 33  |
| Joeris, Hugo                            | 38        | Zeigler Insurance Agency, Inc.  | 18  |
| K and M Service                         | 52        |                                 |   |

# 115

ADVERTISERS ARE REPRESENTED IN  
THIS ISSUE OF THE REVIEW . . MORE  
THAN IN ALL THE OTHER MONTHLIES  
COMBINED. WHY? RESULTS COUNT!  
THAT'S THE ANSWER



# TO COMPANY PRESIDENTS:-----



Here's Another  
**BIG CHANCE FOR YOU**  
to "Pass the Ammunition!"

COIN  
MACHINE  
REVIEW

65

FOR  
JULY  
1945

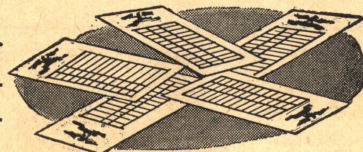
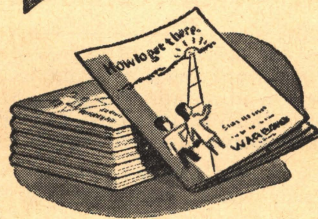
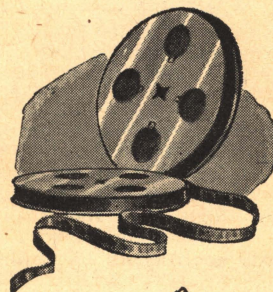
Today—thanks largely to you and other industrial executives—22,000,000 civilian workers are speeding victory and achieving postwar security through the Payroll Savings Plan. Over 60% of the 6th War Loan subscriptions came from this source—and, between drives, this forward-looking plan has been responsible for 3 out of 4 War Bond sales!

Good as this record is, the Payroll Savings Plan can be still more effective. Believing this can best be accomplished by giving Bond buyers a definite idea of the many benefits accruing to them, the War Finance Division has prepared a variety of active aids for employee education.

This new "ammunition" includes:

- a—An entertaining, swift-paced moving picture, graphically showing the importance of buying—and holding—War Bonds.
- b—An interesting, easy-to-read booklet, explaining how War Bonds may be accumulated to provide education for children, homes, retirement incomes, etc.
- c—Attractive, handy War Bond envelopes, enabling Bond holders to note each separate purchase—and the specific purpose for which each Bond or group of Bonds was bought.

Passing this particular ammunition requires that you reappraise your own company's Payroll Savings Plan. Have your own War Bond Chairman contact the local War Finance Committee—today! They will welcome the chance to discuss this new program with you.



*The Treasury Department acknowledges with appreciation the publication of this message by*

## The COIN MACHINE REVIEW



# BARGAIN Mart

5c PER WORD, MINIMUM \$2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

## COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

## EXPERT SLOT REPAIRING

We specialize in repairing slot machines. Special attention given to clock and escalator troubles, payout irregularities, spring tension, timing, frequency of synchronization, percentage, anti-cheat, and all slot adjustments. H. R. GRAHAM, 1212 East Colorado Blvd. (rear entrance), Glendale 5, Calif. Phone: Citrus 2-2261. (TF-C)

## CIGARETTE AND CANDY

Vending Machines—All makes and models, lowest prices, from operators being drafted. Unedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (TF-C)

## WANTED TO BUY

All model Consoles, Free Play, Pay Out and Combination models. List price and quantity. BOX 660, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

## BALL GUM WANTED

No amount too large or too small. Please state quantity and price. LONE STAR VENDING CO., 108 Cox Avenue, San Antonio 4, Texas. (MJJ-P)

## WANTED

Wurlitzer Twin 12's and 24 Hideaways, Wurlitzer 616, 24's, 600 and 500; Packard Boxes, Buckley Chrome Red Plastic 24-record boxes. State price and condition. BOX 665, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

## DEVIE DEVLET

is paying 14c each for used records of the fourth grade up. Devie pays up to 20c each for unused records. Telephone Monrovia 3421. DEVIE DEVLET, 1624 East Huntington Drive, Monrovia, Cal. (TF-C)

## WANTED FOR CASH

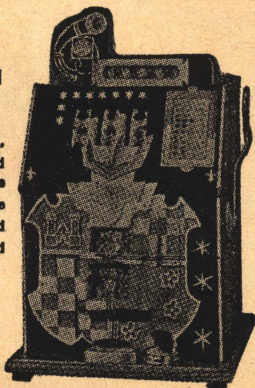
Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

## SLOT MACHINES REPAIRED AND REFINISHED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.

## Coin Machine Service

1070 Thompson St. Glendale 1, Calif. Tele. Citrus 3-3721



## WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

## ARCADE

Chicken Sam, Jap Conversion, \$125.00; Rapid Fire, \$195.00; Tokio Gun, perfect, \$195.00; Anti-Aircraft, \$65.00; Bally Alley, \$35.00; Smiling Sam, like new, 3 M cards, \$135.00. KING PIN GAMES CO., 826 Mills St., Kalamazoo 21, Michigan. (MJJ-C)

## WANTED TO BUY

Mills F. O. K. Mint Venders with check payout, concealed J. P. and escalator head. W. C. O'HARE, 415 South Dorgenois St., New Orleans, La. (JJA-P)

## CLOSEOUT

75 Gooseneck Jackpot Slots, Mills, Jennings, Watling and Pace Caille; 25c-10c-5c-1c; Operating Condition Guaranteed; Request List, Cash boxes, \$1.00; Mills Clock Springs, Discs, Slides, Reel Assemblies. Parts galore. Stop Levers Converted Kneaction. COLEMAN NOVELTY, Rockford, Ill. (JJA-P)

## PRECISION REBUILT

5c Selective Candy Bar Vending Machines, LoBoy 1c weighing scales, 5c Coca-Cola Drink Vendors, Ticket Scales, 1c nut, and postage stamp machines. Write for latest price list. ADAAR COMPANY, 6926 W. Roosevelt Road, Oak Park, Ill. (JJA-P)

## SLOTS

Nickel, Dime, Quarter Mills Club Bells, Brown Fronts, Cherry Bells, Blue Fronts 3-5 or 2-5 pay. Pace Allstar and DeLuxe Bells; 5c Jumbos, Jennings Club, Victory, Sky Chiefs. COLEMAN NOVELTY, Rockford, Ill. (JJA-P)

## FOR SALE

Reconditioned, repainted, work like new: 4 25c Goosenecks, \$95.00 each; 5 5c Goosenecks, \$85.00 each; 3 5c Triple Jack Pots, 3-5, \$135.00 each; 10 5c Play American Eagles, check payout, never used, \$29.50 each. 1/2 deposit, balance C.O.D. LOUISIANA SALES AGENCY, Box 111, Ville Platte, La. (MJJ-P)

## COIN MACHINE DIRECTORY

of Manufacturers, Distributors and Operators, just off the press. Listing by States. Will pay for itself many times in time saved you in looking up that misplaced address. Price, \$1.00 per copy. AMERICAN ADVERTISER, 654 East Black Street, Rock Hill, South Carolina. (J-P)

## BALL GUM WANTED

Give price and amount available in first letter. G. B. FARQUHARSON, Box 828, Guthrie, Oklahoma. (JAS-P)

**Immediate Delivery**  
**ABT COIN CHUTES**  
Mills Vest Pocket F.P.,  
Chutes.....\$3.50

— SEE —

**PAUL A. LAYMON**

DISTRIBUTOR  
1503 West Pico Los Angeles 15

## WANTED

Mills Square Bells, Flashers, Slots, Keeney and Mills Consoles. Send list and best prices. SILENT SALES COMPANY, Silent Sales Bldg., Minneapolis 15, Minnesota. (JAS-P)

## FOR SALE

Complete Route of 26 Phonographs in perfect condition and on the best location in leading city of state. All Wurlitzers and Seeburgs. Buyer must agree to operate them on location for one year. Write for details. A. E. CONDON SALES CO., 1112 Main Street, Lewiston, Idaho. (J-P)

## SEEBURG

Rock-Ola, Wurlitzer Phonographs, Pingames, Scales, Slots, Cash Register, Toys. Almost everything. Write YOUNGSTOWN SALES, 2951 Dearborn, Youngstown 4, Ohio. (JAS-C)

## BOWLING LEAGUE

free play, used 3 weeks, \$140.00; Bean 'Em, floor sample, \$30.00, crated; both for \$160.00. JACK HARTMAN, Rome City, Indiana. (JAS-P)

## CORRESPONDENTS WANTED

We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

## FOR QUICK SALE

\$1250.00 will take 7 Chicken Sams, some converted to Japs, 1 Shoot the Parachute, 1 Keeney Air Raider, 1 Bally Defender. Write for Pool Table's List. One large quantity 22 Shorts. DIXIE VENDING MACHINE CO., Anniston, Alabama. (J-P)

## PHONOGRAPH RECORD CATALOG

including many hard to get numbers of 25 different label records. Thousands of numbers. Catalog will be mailed upon receipt of 25c in coin or stamps. TUTTLE SALES CO., 584 S. Salina Street, Syracuse 4, New York. (TF-C)

**Prepare Copy**  
**NOW**  
**for the**  
**AUGUST REVIEW**  
**Deadline Is**  
**JULY 12th**



# Going Going Gone



## UNLESS YOU ACT NOW!

The supply of Modernized Wurlitzers is reaching its end. We have only a comparatively few left. As one Music Merchant after another discovered he could step up his earnings in any location by installing the only "new" phonograph since Pearl Harbor, the demand for these brilliant performers has rapidly exhausted our stocks.

This is positively your last opportunity to convert old Wurlitzers into Modernized instruments with their proven greater earning power.

Call your nearest Clark office *Today!*

## CLARK DISTRIBUTING COMPANY

### *Exclusive WURLITZER Distributors*

FOR THE PACIFIC COAST

**SAN FRANCISCO**  
415 Brannan St.  
SUtter 5342

**LOS ANGELES**  
1561 W. Washington Blvd.  
REpublic 4155

**SEATTLE**  
906 Elliott Ave., West  
GARfield 0930





## Here's A Financing Service That Really Makes Sense!

General Music offers a financing service designed to competently serve operators in a confidential and dignified manner and based upon the needs of the operator and experiences gained through an intelligent handling of the financing of hundreds of operators in the past months and years. Here is a service so exacting in its coverage, so excellent in its special features, and so comprehensive in scope, that you will appreciate its many phases when the program is laid in front of you.

Whatever your financing problem might be - - - a route expansion . . . buying out a competitor . . . expanding your services - - - we can be of help and we'd appreciate an opportunity to "place our cards before you."

---

### LARGEST SELECTION OF SLOTS IN SOUTHERN CALIFORNIA

5c — 10c — 25c — 50c

Mills

Jennings

Watling

---

#### ROUTES BOUGHT and SOLD

We have buyers waiting for routes of all sizes in all parts of the West. We buy and sell more routes than any Western distributing organization. Deal with the acknowledged leader. If you have a purchaser, we can attend to the transfer and finance it for you. Or, if you want to purchase a route . . . we have some attractive listings. Won't you come in or write us?

---

#### WANTED

**Used  
BUCKLEY**

**Chrome Plated Light-Up Boxes**

---

#### HAVE YOU ANY EQUIPMENT YOU'D LIKE TO DISPOSE OF?

**We will pay TOP MARKET PRICE for equipment of any type . . .**

**On or Off Location. WHAT HAVE YOU?**

---

# GENERAL MUSIC COMPANY

DISTRIBUTORS

Fred Gaunt, Manager  
2277 West Pico Boulevard  
Los Angeles 6

WILLIAM PARR  
Owner

Ernie Brennan, Manager  
1157 Post Street  
San Francisco 9





Exclusive Distributors  
for

*J. P. Seeburg Corporation*

in  
SOUTHERN CALIFORNIA, STATE OF ARIZONA  
AND SOUTHERN NEVADA



# \* "There's GOOD NEWS Today!"

● The War Production Board has relaxed regulations regarding the manufacturing of various types of coin-operated devices and before very long we will have some sensational announcements to make to the Music Operators in our territory.

● Advance information will be supplied to all of the operators who have registered with us and requested that we give them a preferential benefit of important announcements before new equipment and accessories are formally announced in the trade press.

● We are now putting our list in order. Regardless of whether you believe you are now on our mailing list, we suggest you clip and mail the postage-free card below, today. Cards will be numbered in the order received and preliminary information and advance announcements will be exclusively supplied to this list in advance of our advertisements in THE REVIEW. Be certain YOU are on this list by returning the card today. This is the only time this all-important card will be printed, so don't put it off. Get it started to us today. We assure you that you'll not be sorry!

\*With Apologies to Gabriel Heatter



*Don't Delay—  
Clip and Mail  
**TODAY!***

Postage  
Will Be Paid  
by  
Addressee

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States

B U S I N E S S   R E P L Y   C A R D  
FIRST CLASS PERMIT No. 18775, Sec. 510, P. L. & R. LOS ANGELES, CALIF.

Minthorne Music Company  
2916 West Pico Boulevard  
Los Angeles 6, California



# MINTHORNE MUSIC CO.

2916-2920 West Pico Boulevard  
LOS ANGELES

*Seeburg  
Phonographs*

*This Card . . . . .*

**MAY MEAN THOUSANDS OF DOLLARS  
TO YOU IN THE MONTHS AHEAD!**



Assure Yourself of receiving first hand advance  
information on the sensationally new, and  
revolutionary SEEBURG Phonographs  
and Remote Control units. This  
card will place you "one  
jump" ahead of  
competition.

Minthorne Music Company,  
2916 West Pico Boulevard,  
Los Angeles 6, California.

Date.....

Please place my name on your list to receive advance information concerning the new SEEBURG  
Phonographs and Remote Control Units. I will be in the market for approximately

.....Phonographs .....Wall & Bar Boxes .....Hidden Units  
when deliveries start. I understand this statement places me under no obligation whatsoever.

OUR REGISTRATION  
NUMBER

IN ORDER RECEIVED

Name.....

Firm Name.....

Street.....

City.....Zone.....State.....

We would appreciate this additional information if you care to supply it:

Majority of our present equipment is ☐ Seeburg ☐ Wurlitzers  
☐ Rock-Olas ☐ Mills

*Fill In—  
Detach and  
Mail*

**←NOW→**  
**NO POSTAGE STAMP  
REQUIRED**